



ANNUAL REPORT 2009 - 2010



EXCLUSIVE BROADCASTER FOR THE 2010 FIFA WORLD CUP





## Contents

2	About SBS	71	Objective 4.2 Strengthen links with communities and other stakeholder groups
4	Letter to the Minister	76	Objective 4.3 Strengthen local and international partnerships
6	Our Services	81	Financial Statements
8	Organisational Structure	134	Appendices
10	SBS Board of Directors	135	Appendix 1: SBS ONE – Languages
14	Our Strategic Priorities	136	Appendix 2: SBS ONE – Cultures
<b>Content and Audience</b>			
18	Goal 1: Increase our relevance to all Australians	137	Appendix 3: SBS TWO – Languages
19	Objective 1.1 Provide a service that is truly unique and relevant	138	Appendix 4: SBS TWO – Cultures
38	Objective 1.2 Stimulate audience interest in SBS services	139	Appendix 5: SBS Radio – Languages
41	Objective 1.3 Make SBS available to all Australians	140	Appendix 6: Top 50 television programs
<b>Resources</b>			
45	Goal 2: Grow resources available for content and services	141	Appendix 7: Top 10 websites
46	Objective 2.1 Grow government and commercial revenue	142	Appendix 8: Industry and community awards
49	Objective 2.2 Increase efficiencies in all of SBS's activities	144	Appendix 9: Radio schedule
51	Objective 2.3 Allocate and manage resources that support SBS's goals	147	Appendix 10: SBS Radio programs
<b>Organisation</b>			
53	Goal 3: Perform as an agile and creative organisation	152	Appendix 11: SBS commissions
54	Objective 3.1 Foster a positive culture	154	Appendix 12: First run SBS commissioned programs
57	Objective 3.2 Be a model for modern public broadcasting	154	Appendix 13: SBS Indigenous commissions
61	Objective 3.3 Develop high standards in governance and performance management	154	Appendix 14: First run SBS Indigenous programs broadcast
<b>Relationships and Partnerships</b>			
69	Goal 4: Build and maintain valuable relationships and partnerships	155	Appendix 15: Analogue television – areas served
70	Objective 4.1 Raise awareness of SBS within all areas of government	163	Appendix 16: Digital television – areas served
		167	Appendix 17: Analogue radio services
		169	Appendix 18: Television advertisers
		173	Appendix 19: Television sponsors and partners
		176	Appendix 20: Online advertisers
		177	Appendix 21: Radio advertisers
		179	Appendix 22: Commonwealth Disability Strategy

## About SBS

**SBS was established as an independent statutory authority on 1 January 1978 under the Broadcasting Act 1942. In 1991 the Special Broadcasting Service Act 1991 (SBS Act) came into effect and SBS became a corporation. The Minister responsible is the Minister for Broadband, Communications and the Digital Economy, Senator the Honourable, Stephen Conroy.**

## Charter

The Charter of SBS, which sets out our principal function and duties, is contained in the SBS Act.

- (1) The principal function of the SBS is to provide multilingual and multicultural radio and television services that inform, educate and entertain all Australians and, in doing so, reflect Australia's multicultural society.
- (2) The SBS, in performing its principal function, must:
  - (a) contribute to meeting the communications needs of Australia's multicultural society, including ethnic, Aboriginal and Torres Strait Islander communities; and
  - (b) increase awareness of the contribution of a diversity of cultures to the continuing development of Australian society; and
  - (c) promote understanding and acceptance of the cultural, linguistic and ethnic diversity of the Australian people; and
  - (d) contribute to the retention and continuing development of language and other cultural skills; and
  - (e) as far as practicable, inform, educate and entertain Australians in their preferred languages; and

(f) make use of Australia's diverse creative resources; and

(g) contribute to the overall diversity of Australian television and radio services, particularly taking into account the contribution of the Australian Broadcasting Corporation and the community broadcasting sector; and

(h) contribute to extending the range of Australian television and radio services, and reflect the changing nature of Australian society, by presenting many points of view and using innovative forms of expression.

A subsidiary function is to carry on, within or outside Australia, any business or other activity incidental to the fulfilment of the Charter.



## Chairman's Letter to the Minister

Senator the Hon. Stephen Conroy  
Minister for Broadband, Communications and  
the Digital Economy  
Deputy Leader of the Government in the Senate  
Parliament House  
CANBERRA ACT 2600

September 2010

Dear Minister,

On behalf of the Board I have pleasure in presenting to you this Annual Report of the Special Broadcasting Service Corporation for the year ending 30 June 2010.

This report has been prepared in accordance with the relevant requirements of the *Commonwealth Authorities and Companies Act 1997* and the *Special Broadcasting Service Act 1991*. In addition, it assesses the Corporation's performance against the goals of the SBS Corporate Plan 2007-2012.

This Annual Report details the important programming, content and services provided by SBS. It reports on SBS's relations with Government, the community and other stakeholders and the way in which SBS manages its human, financial and technical resources.

During the year under review, industry trends that have been developing in recent years accelerated. The introduction of digital multi-channels and the inroads of internet and mobile entertainment and information delivery into the traditional television broadcast model have created real cost, revenue and audience challenges for all broadcasters, and SBS in particular. These issues will have to be addressed by the organisation and by Government if SBS is to continue to fulfil its mandate.

I would like to pay tribute to Carla Zampatti AC, the outgoing Chairman, for her 10 years of leadership of the organisation. To my fellow Directors and the management and staff of SBS, I would also extend my thanks for managing well the progress of the organisation in the face of the global financial crisis and the rapidly changing media landscape.

Yours Sincerely,



Joseph Skrzynski AO  
Chairman



## Our Services



### SBS ONE / SBS TWO / SBS HD

- A unique mix of Australian and international programs.
- Award winning locally produced content that reflects the real, multicultural Australia.
- A trusted source of news and current affairs.
- The home of sports Australians love to watch.
- Watched by around eight million Australians each week.
- SBS's total share of People 16+ was 6.4 per cent in 2009.



### SBS Radio

- The most linguistically diverse radio network in the world, broadcasting in 68 languages on analogue and digital radio.
- Streaming and podcasting online.
- A trusted source of information, in-language.
- Two dedicated digital music channels – SBS Chill and SBS PopAsia

### SBS Online

- The online home of SBS's best content.
- More than one million unique browsers per month.
- Continuing the conversation about the issues that matter with news and current affairs online.
- The most popular football website in the country – [www.sbs.com.au/theworldgame](http://www.sbs.com.au/theworldgame).

### Multilingual Subscriber Television Ltd

MST Ltd runs SBS's subscription television operations. SBS became the sole shareholder of PAN TV, operator of the World Movies Channel, in 2009/10. Following the acquisition, SBS launched a second arts focused subscription channel – STVDIO.



#### STVDIO

- Launched in 2010, STVDIO helps Australians to see art in a whole new light.
- The best arts content, across a range of genres, from across Australia and around the world.



#### World Movies

- SBS's wholly owned world movies channel.
- The World Movies channel is home to the best of international cinema.
- The channel premieres 12 new movies each month.

### Audience

In 2009 SBS Television was watched by around 40 per cent of the population each week, resulting in 6.4 per cent share (6pm-midnight, 16+, five city metro).

### Language and Culture

SBS Television broadcast programs in more than 52 languages on SBS ONE, representing more than 170 cultures from around the world and within Australia. SBS TWO broadcast programs in more than 47 languages, with 115 cultures represented. SBS Television broadcast 1515 hours of subtitled content. SBS Radio broadcast almost 16,000 unique hours of programming across 68 languages.



### Awards

SBS content won three AWGIE Awards, four Directors' Guild Awards, 20 AFI nominations and six wins; and four Logie Awards. On top of that, SBS content received 18 national and international awards across documentary, factual, drama and entertainment programming.



### World Cup

The most comprehensive broadcast in the World – SD, HD and 3D; 11 languages on radio; streamed live online. All games, live and free-to-air on SBS ONE and SBS TWO.

### 3D

At the forefront of 3D broadcasting, SBS broadcast 15 matches from the 2010 FIFA World Cup on a dedicated 3D television channel. SBS also brokered a number of partnerships with cinema chains which showed 3D matches of the World Cup.



### Digital Radio

SBS joined the Australian radio industry for the launch of digital radio in 2009. Digital radio means more Australians can access their favourite language programs on the digital platform. SBS launched two dedicated world music channels on the digital platform in 2010 – SBS PopAsia and SBS Chill.



### Online

In 2009/10 SBS Online regularly recorded more than one million unique browsers each month. SBS Online deepens the offer of the television and radio platforms as well as providing unique and specially commissioned online content.

### STVDIO

#### Launch of STVDIO

In April 2010, SBS launched its second subscription television channel – STVDIO. An arts focused channel, STVDIO lets audiences see art in a whole new light on the Foxtel and Austar platforms.

## Organisational Structure

**Minister for Broadband,  
Communications and the Digital Economy**  
Senator the Hon. Stephen Conroy





## SBS Board of Directors

The SBS Board of Directors, consisting of the Managing Director and non-executive Directors, is responsible for deciding the objectives, strategies and policies to be followed by SBS in performing its functions and ensuring that SBS performs in a proper, efficient and economical manner, and with the maximum benefit to the people of Australia.

### **The duties of the Board, as set out in the SBS Act, are to:**

- maintain the independence and integrity of SBS;
- develop and publicise SBS's programming policies;
- ensure, by means of SBS's programming policies, that the gathering and presentation by SBS of news and information is accurate and is balanced over time and across the schedule of programs broadcast;
- ensure that SBS does not contravene: this Act or any other Act; or any directions given to, or requirements made in relation to, SBS under this Act or another Act;
- ensure the efficient and cost effective functioning of SBS;
- ensure that SBS seeks to co-operate closely with the Australian Broadcasting Corporation (ABC) to maximise the efficiency of the publicly funded sectors of Australian broadcasting;
- be aware of, and responsive to, community needs and opinions on matters relevant to the Charter;
- develop and publicise SBS's policies on the handling of complaints;
- ensure that the pursuit by SBS of its subsidiary functions does not detract from SBS fulfilling its Charter responsibilities;
- develop codes of practice relating to: programming matters; and, if SBS has the function of providing a datacasting service, that service; and to notify those codes to the Australian Communications and Media Authority.



Joseph Skrzynski

Carla Zampatti

Gerald Stone

Shaun Brown

Patricia Azarias

## Directors

### **Joseph Skrzynski AO – Chairman (from December 17, 2009)**

Appointed 27 March 2009 for five years, Mr Skrzynski was appointed Chairman on 17 December 2009. He has made a significant contribution to the community, arts and the media since 1969. He has previously chaired the Broadcast Council; The Australian Film and Television and Radio School; and Sydney Opera House Trust and on the Major Organisations Fund of the Australia Council (1995-2000) and is currently a member of the Board of the United States Studies Centre at the University of Sydney. He has extensive experience in managing private and public companies and strong expertise in financial matters, including his position as Founding Partner, CHAMP Private Equity.

### **Carla Zampatti AC – Chairman (until December 17, 2009)**

Appointed 17 December 1999 for five years and reappointed for a further five years in December 2004. Ms Zampatti is Executive Chairman of the Carla Zampatti Group. She is also a Trustee of the Sydney Theatre Company Foundation Trust; European Australian Business Council 2009; and a Member of the Board of the Australian Multicultural Foundation. Ms Zampatti was appointed a Companion of the Order of Australia in June 2009 for her service to the Australian community.

### **Gerald Stone – Non-executive Director and Deputy Chairman**

Appointed 1 December 2000 for five years and re-appointed for a further five years on 15 December 2005. Mr Stone is an author and journalist with wide experience in both the print and television media. He is a former Editor-in-Chief of *The Bulletin* magazine and was founding Executive Producer of *60 Minutes* on the Nine Network. His published works include *War Without Honour*, *Compulsive Viewing*, *Sing, 1932*, *Who Killed Channel 9?* and *Beautiful Bodies*. Born in the USA, Mr Stone migrated to Australia in 1962.

### **Shaun Brown – Managing Director**

Mr Brown joined SBS as its Head of Television in January 2003. He was appointed Managing Director in February 2006. Mr Brown has had a long career in public broadcasting as a reporter, producer and presenter having worked at the ABC, with Television New Zealand (TVNZ) and the BBC where he was a member of the editorial team that launched the current affairs program *Newsnight* in 1979. In 1994, TVNZ appointed him Managing Editor, News and Current Affairs. Mr Brown was made Head of Television One in 1997 and, in 2001, was appointed Head of Television responsible for running both TVNZ channels, a position he held until he joined SBS. Mr Brown was awarded New Zealand's Special Service Medal for his on-the-spot coverage of nuclear testing in the Pacific in the 1970s. Mr Brown is a director of PAN TV, MST Ltd and Freeview.

### **Patricia Azarias – Non-executive Director**

Appointed 14 June 2006 for five years. Ms Azarias is an economist and former Director of the Internal Audit Division of the United Nations, the highest ranking Australian staff member in the UN. Her previous positions include Regional General Manager, Business and Private Banking, National Australia Bank; Director, Infrastructure Funding, NSW Department of Transport (2003); Chief Executive, Ministry of Urban Infrastructure Management and Director, Infrastructure Coordination Unit in the NSW Premier's Department (2002-03); and Director, Public Accounts Committee, Parliament of NSW (1991-2001). She is the Deputy Chair of the Community Relations Commission of NSW, a member of the board of the Australian Reinsurance Pool Corporation and a member of several public sector Audit and Risk Committees.



Elleni Beredet-Samuel



Jillian Broadbent



Bob Cronin



Christopher Pearson



Dr Bulent Hass Dellal

#### **Elleni Beredet-Samuel – Non-executive Director**

Appointed 27 March 2009 for five years. Ms Beredet-Samuel is currently the Community Engagement Coordinator with Victoria University, and past Chair of the SBS Community Advisory Committee. These positions build on her previous work as a journalist and a television presenter on Ethiopian Television. She has served on the Australian Social Inclusion Board, the Victorian Multicultural Commission and the Board of Directors of the Royal Women's Hospital and chairs the Community Advisory and Diversity Committee. In 2008 she won Diversity@Work Individual National Champion Award for Diversity and Inclusion.

#### **Jillian Broadbent AO – Non-executive Director**

Appointed 16 May 2002 for four years and reappointed for a further five years on 14 June 2006. Ms Broadbent is a member of the Board of the Reserve Bank of Australia and a Director of Coca-Cola Amatil Ltd and ASX Limited and Chancellor of the University of Wollongong. She is Chairman of the Sydney Theatre Company Foundation and Vice Chairman of the Art Gallery of NSW Foundation. Ms Broadbent has extensive experience in the banking and finance industry and a long term involvement with the arts.

#### **Bob Cronin – Non-executive Director**

Appointed 16 May 2002 for four years and re-appointed for a further four years on 14 June 2006 and a further two years on 14 June 2010. Mr Cronin is Group Editor-in-Chief of West Australian Newspapers. He was previously Editor-in-Chief of West Australian Newspapers (1987-96), Editor of *The Sun* in Melbourne (1985-86), Deputy Editor of *The Courier-Mail* in Brisbane (1984) and Editor of the *Border Mail* in Albury (1974-82). He was a member of the Australian Press Council from 1987-96 and a founding director of Information Radio in Perth in 1991. He is a former Chairman of Oz Concert Inc and a former member of the council of Celebrate WA. In 1998 he was awarded the Ethnic Communities Council award for outstanding contribution to multiculturalism in Western Australia.

#### **Christopher Pearson – Non-executive Director**

Appointed 21 October 2003 for four years and reappointed for a further four years in October 2007. Mr Pearson was founding Editor of the *Adelaide Review* and the *Sydney Review*. He was also the first publisher of the privatised Wakefield Press, when it was sold by the South Australian Government following the Sesqui-Centenary of Settlement. Mr Pearson also worked as an ABC Radio broadcaster and as a weekly columnist in the national press since 1994. He served for two terms as a Director of the Australia Council and is currently serving a third term as a Director of the National Museum of Australia.

#### **Dr Bulent Hass Dellal OAM – Non-executive Director**

Appointed 3 June 2010 for five years, Dr Dellal has been the Executive Director of the Australian Multicultural Foundation since 1989. He is also Chairman of the Centre for Multicultural Youth; Chairman of the National Centre of Excellence for Islamic Studies Consultative Committee (Melbourne University); Member, the Multicultural Arts Advisory Council Victoria; Advisory Board Member on the Global Terrorism Research Centre, School of Political and Social Inquiry, Monash University; and on the Commonwealth Government's Australian Multicultural Advisory Council. Dr Dellal has also served as a Member, Multicultural Advisory Committee of the Family Court of Australia; Board Member, Adult Multicultural Education Services; Co-Chairperson, Police and Community Multicultural Advisory Committee; and Sitting Member, Victoria Police Ethical Standards Consultative Committee. Dr Dellal was awarded the Medal of the Order of Australia in 1997 for service to multicultural organisations, the arts and the community.

## Board meetings and attendance

The Board met ten times during 2009/10.

### Dates and locations

Date	Location
Friday, 17 July 2009	Sydney
Friday, 4 September 2009	Sydney
Thursday, 1 October 2009	Sydney
Friday, 6 November 2009	Sydney
Thursday, 26 November 2009	Teleconference
Wednesday, 16 December 2009	Melbourne
Friday, 12 February 2010	Sydney
Monday, 15 March 2010	Sydney
Monday, 10 May 2010	Melbourne
Thursday, 24 June 2010	Sydney

### Attendance

Board Member	Attended
Carla Zampatti AC – Chairman <sup>1</sup>	6
Joseph Skrzynski AO – Chairman <sup>2</sup>	10
Gerald Stone – Deputy Chairman	10
Shaun Brown – Managing Director	10
Patricia Azarias	10
Eleni Beredet-Samuel	9
Jillian Broadbent AO	9
Bob Cronin	10
Christopher Pearson	8
Bulent Hass Della <sup>3</sup>	1

1 Retired 17 December 2009.

2 In attendance as SBS Chair from 12 February 2010 Board Meeting.

3 In attendance from 24 June 2010 Board Meeting.

## Our Strategic Priorities

### Corporate Plan 2007-2012

The SBS Board identified the following strategic priorities for the Corporation for the period 2007-2012:

#### **Goal 1: Increase our relevance to all Australians**

In reflecting Australia's multicultural and diverse society, SBS will provide content and services that deliver its Charter obligations, stimulate interest and are unique, relevant and accessible to all.

#### **Goal 2: Grow resources available for content and services**

In ensuring that SBS informs, educates and entertains all Australians, SBS will grow its resources by increasing revenue, achieving efficiencies and allocating resources strategically in accordance with its Charter.

#### **Goal 3: Perform as an agile and creative organisation**

In reflecting the changing nature of society and the wider media environment, SBS will create an organisation with a positive culture that acts as a model for modern public broadcasting and has high standards of internal management.

#### **Goal 4: Build and maintain valuable relationships and partnerships**

SBS shall strive to build and maintain relationships with key external stakeholders including Government, the community sector, creative industries and business.

This Annual Report reviews our performance against these goals and the Australian Government's Portfolio Budget Statement and Additional Estimates Statement for 2009/10.

## Portfolio Budget and Additional Estimates Statements 2009/10

The Australian Government requires SBS to measure its performance against an agreed outcome.

**Outcome 1:** Provide multilingual and multicultural services that inform, educate and entertain all Australians and in so doing reflect Australia's multicultural society.

Total price of the outcome for the year: \$ 313.684m.

SBS has five designated programs, objectives and associated performance indicators to assess performance in achieving SBS's outcome.

- **Program 1.1 Television**

*Objective: Delivering multilingual and multicultural television services that reflect Australia's multicultural society.*

Price of output for the year: \$183.066m.

- **Program 1.2 Radio**

*Objective: Delivering multilingual and multicultural radio services that reflect Australia's multicultural society.*

Price of output for the year: \$44.812m.

- **Program 1.3 Analogue Transmission and Distribution**

*Objective: To make SBS analogue television and radio available to all Australians.*

Price of output for the year: \$24.805m.

- **Program 1.4 Digital TV Transmission and Distribution**

*Objective: To make SBS digital television available to all Australians.*

Price of output for the year: \$59.038m.

- **Program 1.5 Digital Radio Transmission and Distribution**

*Objective: To make SBS digital radio available to all Australians.*

Price of output for the year: \$1.963m.

SBS Television and SBS Radio deliverables are: alignment of programs with Australia's multicultural society and perspective; and broadcasting in LOTE (languages other than English). Performance indicators are:

*SBS Television*

- Accessibility of programs to all Australians.
- Population reach (target 96.65 per cent average weekly reach).
- Number of hours of subtitled programs (target 458 hours).

- Number of hours of locally commissioned programs broadcast (target 120 hours).

*SBS Radio*

- Listener and community feedback.
- Audience surveys.
- Percentage of broadcasts in LOTE (target 85 per cent).
- Unique broadcast hours (target 15,912 hours).

SBS's analogue transmission and distribution deliverable is to maintain availability of analogue signal in line with the analogue switch off timetable. Performance indicators are: measure of fault free transmission time (by fault management system reported daily and monthly, including but not limited to level of transmitter power); logging and response to viewer calls regarding transmission; aggregate performance measured by availability of analogue signal (target 99.75 per cent); population reach (of remaining analogue service areas) (target 96.90 per cent).

SBS's digital TV transmission and distribution deliverables are: maintaining and improving the availability of SBS's digital transmissions; extending the reach of SBS's digital network. Performance indicators are: measure of fault free transmission time (by fault management system reported daily and monthly, including but not limited to level of transmitter power); logging and response to viewer calls regarding transmission; aggregate performance measured by availability of digital television signal (target 99.84 per cent); population reach (target 96.5 per cent).

SBS's digital radio transmission and distribution deliverable is to implement Digital Audio Broadcast of SBS radio services (coverage in five capital cities planned). Performance indicators are: measure of fault free transmission time (by fault management system reported daily and monthly, including but not limited to level of transmitter power); logging and response to viewer calls regarding transmission; percentage of Australian population reached by digital radio (target 55.3 per cent); aggregate performance measured by availability of digital radio signal (target 99 per cent); number of services commenced for digital radio (target 5).



## Content and Audience

---



## **Goal 1** **Increase our relevance to all australians**

**In reflecting Australia's multicultural and diverse society, SBS will provide content and services that deliver its Charter obligations, stimulate interest and are unique, relevant and accessible to all.**

We have set the following objectives and strategies to meet this goal.

<b>Objectives</b>	<b>Strategies</b>
Provide a service that is truly unique and relevant	Create, commission and purchase programming that explores a diverse range of perspectives. Employ strategies that increase opportunities for audience interaction with SBS.
Stimulate audience interest in SBS services	Understand and anticipate audience interest across all SBS services. Communicate SBS's range and depth of services to audiences. Express a powerful, clear, dynamic brand position for SBS.
Make SBS available to all Australians	Devise strategies for multi-platform delivery of SBS services. Maximise the use of content rights when creating commissioning or purchasing programming.

## Provide a service that is truly unique and relevant

- **Create, commission and purchase programming that explores a diverse range of perspectives.**
- **Employ strategies that increase opportunities for audience interaction with SBS.**

## Performance

### Investment in Australian produced content

In 2009/10 SBS commissioned a total of 164 hours of Australian drama, documentary and entertainment for production and development.

### Maintain multilingual programming across TV and Radio

#### SBS Television

In 2009/10 SBS maintained its level of multilingual programming on television. SBS ONE broadcast programs in more than 52 languages (one hour or more) representing more than 170 cultures (Appendices 1–2). SBS TWO broadcast programs in more than 47 languages (one hour or more), representing more than 115 cultures (Appendices 3–4).

#### SBS ONE (24 hours) – multilingual programming (broadcast hours)

	2008/09	2009/10		
	Hrs	%	Hrs	%
<b>LOTE*</b>	3269	47%	3666	46%
English	3395	49%	3983	50%
No Dialogue	273	4%	302	4%
<b>Total</b>	6937	100%	7951	100%

\* Languages other than English

#### SBS TWO (24 hours) – multilingual programming (broadcast hours)

	2008/09*	2009/10		
	Hrs	%	Hrs	%
<b>LOTE</b>	449	76%	5181	70%
English	56	9%	1341	18%
No Dialogue	88	15%	886	12%
<b>Total</b>	593	100%	7408	100%

\* SBS TWO was launched on 1 June 2009.

#### SBS Radio

In 2009/10 SBS maintained its level of multilingual programming on radio (Appendix 5). SBS is committed to ensuring its audio and language services meet the needs of Australia's diverse cultural and language communities. Financial constraints and the finite nature of the analogue schedule restrict our ability to make wholesale changes. However, the introduction of digital radio in August 2009 and the increasing popularity of audio services over the internet, give us additional tools to consider how best to meet the current and emerging needs of Australia's culturally and linguistically diverse communities.

In February 2010, SBS launched two world music channels on digital radio – SBS PopAsia and SBS Chill.

**SBS Radio (analogue) – multilingual programming (weekly broadcast hours<sup>1</sup>)**

	Melbourne				Sydney <sup>2</sup>				National			
	2008/09		2009/10		2008/09		2009/10		2008/09		2009/10	
	Hrs	%	Hrs	%	Hrs	%	Hrs	%	Hrs	%	Hrs	%
LOTE	216	86%	216	86%	216	86%	216	86%	105	87%	105	87%
English	34	14%	34	14%	34	14%	34	14%	21	13%	21	13%
Total	250	100%	250	100%	250	100%	250	100%	126	100%	126	100%

1 6am-midnight and excluding non-SBS produced programs (overnight schedule); AM and FM networks.

2 Sydney, Canberra and Wollongong services.

**SBS Digital Radio<sup>1</sup> – multilingual programming (weekly broadcast hours<sup>2</sup>)**

	SBS Radio 1		SBS Radio 2		SBS Radio 3		SBS Radio 4	
	Brisbane Sydney		Adelaide Melbourne Perth		Brisbane Sydney		Adelaide Melbourne Perth	
	2009/10		2009/10		2009/10		2009/10	
	Hrs	%	Hrs	%	Hrs	%	Hrs	%
LOTE	216	86%	216	86%	216	86%	216	86%
English	34	14%	34	14%	34	14%	34	14%
Total	250	100%	250	100%	250	100%	250	100%

1 SBS Digital Radio was launched in August 2009. SBS Radio 1 and 2 are simulcasts of SBS's Sydney/Melbourne analogue AM/FM services respectively. SBS Radio 3 and 4 are time-shifted broadcasts (+2 hours) of SBS Radio 1 and 2 respectively (these time-shifted services were discontinued on 11 June 2010). SBS Radio's two digital music channels – SBS PopAsia and SBS Chill – broadcast Asian pop and world music. SBS Radio 6 broadcasts special event radio or otherwise the BBC World Service. In 2009/10 SBS broadcast SBS Eurovision Radio – non-stop Eurovision hits for the period 1 May to 11 June, 2010 – as special event radio.

2 6am-midnight and excluding non-SBS produced programs (overnight schedule).

## Evaluation of critical and positive feedback

### Feedback

The SBS Audience Relations team continues to be an important source of viewer feedback for the organisation, as well as a means of providing members of the public with current information about SBS programming and product availability. Relevant comments about SBS programming received through our switchboard and via the comments@sbs.com.au email address are distributed to relevant SBS staff and management.

SBS Audience Relations supplies courteous responses to the general comments and informal complaints it receives via email. It also seeks to provide suitable answers to basic programming enquiries received via email or phone – although resource considerations may limit the amount of research it can undertake for individual viewers.

In 2009/10, the SBS Audience Relations team handled on average, 80–100 telephone calls per day, an average of 40–60 email communications per day and an average of 20 written letters per week. The number of enquiries via email and telephone tend to increase significantly during busy periods – especially when SBS is screening its popular sporting events such as the Tour de France or the World Cup, or during one-off specials like the Eurovision Song Contest.

The type of communication received ranges from general queries such as requests for information about SBS programs, schedule information or product details to informal complaints about SBS content or programming. The SBS Audience Relations team handles all general queries and informal complaints. Feedback may also be received as a formal complaint. These are complaints that allege that SBS has breached its Codes of Practice and are processed by the SBS Ombudsman (see p. 62).

As part of the continual development of the SBS Audience Relations function, significant work has been done throughout 2009/10 to create a dynamic and responsive presence on key social media platforms such as Facebook and Twitter. The SBS Six Billion Stories and Counting Facebook page currently has over 5500 fans and the SBS Twitter channel has over 6000 followers. Social media platforms such as these present SBS with a cost effective means of reaching and interacting with large audience numbers.

### TV viewing and online metrics

The popularity of our content is a measure of its quality and relevance. SBS monitors television audience viewing figures on a daily basis using

OzTAM, the official source of television audience measurement covering the five city metropolitan areas, and RegTAM, which covers regional areas.

The top 50 programs shown on SBS ONE this year are listed in Appendix 6. Our top ten websites are listed in Appendix 7. Our audience share and reach results are detailed below under 'Stimulate audience interest in SBS services' (p. 38).

### Industry and community awards

A list of industry and community awards is set out in Appendix 8. The number and type of awards won by SBS and its journalists and program makers is an important measure of our quality and relevance, especially in respect of our Charter obligations to make use of Australia's diverse creative resources and promoting understanding and acceptance.

## Programming is considered to be distinct and diverse and news and current affairs is considered to be impartial and independent

SBS's most recent Newspoll survey was conducted in 2009. The survey showed that the majority of Australians find value in SBS and believe it plays an important role in cultural diversity. The majority of people who responded to the survey and considered themselves users of SBS believe that we provide uniqueness, diversity, innovation, quality and trustworthy news and current affairs.

### Audience engagement

SBS Online continued to support opportunities for audiences to engage with SBS content through the addition of the interactivity across all of SBS's websites – Television, Sport, News and Current Affairs and Radio – as set out on pages 28, 33–34 and 37, resulting in significant growth in unique browsers, page impressions and podcasts during the year (see p. 39).

## How We Have Achieved This Objective

### Programming in a range of genres and languages

SBS broadcasts programs in a range of genres and languages to provide all Australians with a diverse range of perspectives, allowing audiences to identify or engage with different cultures and build on and extend awareness, understanding and acceptance of diversity. SBS Television and SBS Radio are Australia's, if not the world's, most linguistically

diverse media. In-language content is also made available on SBS Online via video streaming, podcasts or audio streams.

In the last 12 months SBS has acquired and broadcast some of the world's best television, including the award-winning Danish drama series, *The Killing*, the German made documentary series, *India Reborn*, and the French WWII series, *Apocalypse*. We have established new relationships with producers and distributors in Asia and have recently acquired a range of factual programming for

SBS TWO from the region. We have also established some new film slots to enable us to broadcast features from Latin America and more content from the Middle East.

We have strengthened our position as a leader in documentary and factual content through our acquisition of high profile, innovative content such as *Inside Nature's Giants*, as well as through the broadcast of big brands such as *Heston's Feasts and Coast*.

#### Multilingual programming

SBS Television <sup>1</sup>		2009/10	SBS Radio <sup>2</sup>	
SBS ONE	SBS TWO		Analogue	Digital
52	47	Number of languages	68	68
3666 (46%)	5181 (70%)	Programs in LOTE (hrs)	537 (86%)	864 (86%)
3983 (50%)	1341 (18%)	Programs in English (hrs)	89 (14%)	136 (14%)
302 (4%)	886 (12%)	No dialogue	–	–

1 24 hour schedule.

2 Analogue: Total hours SBS-produced programming (6am-midnight; excluding overnight schedule) across SBS Radio's five analogue networks. Digital: Total hours SBS-produced programming (6am-midnight; excluding overnight schedule) across SBS Radio 1, 2, 3 and 4. SBS Radio 3 and 4 (time-shifted services) were discontinued on 11 June 2010. SBS PopAsia and SBS Chill (music channels) and special event radio (content varies) are not included.

#### SBS Television

SBS Television broadcasts Australian and imported content across a range of genres (pp. 26-27).

SBS Television broadcast programs in more than 52 languages on SBS ONE. This represented over 170 cultures from around the world and within Australia (Appendices 1-2). SBS TWO broadcast programs in more than 47 languages, with 115 cultures represented (Appendices 3-4).

**SBS ONE – 24 hours – broadcast hours (HH:MM) by genre, run and source**

Genre	Local				Imported				Total	
	First Run	Repeat	Total	%	First Run	Repeat	Total	%	Total	%
Comedy	4:00	8:55	12:55	0.5%	11:10	33:33	44:43	0.8%	57:38	0.7%
Documentary	70:02	262:39	332:41	12.4%	305:46	332:45	638:31	12.1%	971:12	12.2%
Drama	13:00	24:00	37:00	1.4%	118:00	143:05	261:05	4.9%	298:05	3.7%
Entertainment <sup>1</sup>	137:15	153:45	291:00	10.9%	205:33	170:24	420:57	8.0%	711:57	9.0%
Features	3:45	16:40	20:25	0.8%	331:40	547:37	879:17	16.7%	899:42	11.3%
News / Current Affairs	564:59	150:00	714:59	26.7%	2836:50	0:00	2836:50	53.8%	3551:49	44.7%
Short Films / Fillers	9:37	5:13	14:51	0.6%	45:32	22:10	67:43	1.3%	82:35	1.0%
Sport <sup>2</sup>	904:24	72:00	976:24	36.5%	112:25	13:30	125:55	2.4%	1102:19	13.9%
Other <sup>3</sup>	276:09	0:00	276:09	10.3%	0:00	0:00	0:00	0.0%	276:09	3.5%
<b>Total</b>	<b>1983:11</b>	<b>693:12</b>	<b>2676:24</b>	<b>100%</b>	<b>4011:56</b>	<b>1263:04</b>	<b>5275:01</b>	<b>100%</b>	<b>7951:26</b>	<b>100%</b>

**SBS ONE – 6pm to midnight – broadcast hours (HH:MM) by genre, run and source**

Genre	Local				Imported				Total	
	First Run	Repeat	Total	%	First Run	Repeat	Total	%	Total	%
Comedy	4:00	4:25	8:25	0.7%	11:10	10:03	21:13	1.6%	29:38	1.2%
Documentary	64:32	25:05	89:37	7.5%	281:45	87:50	369:35	27.2%	459:12	18.0%
Drama	13:00	17:55	30:55	2.6%	118:00	87:30	205:30	15.1%	236:25	9.2%
Entertainment <sup>1</sup>	115:45	32:16	148:01	12.4%	166:43	46:49	213:32	15.7%	361:33	14.1%
Features	3:45	9:55	13:40	1.1%	300:40	226:35	527:15	38.8%	540:55	21.2%
News / Current Affairs	564:59	0:00	564:59	47.2%	0:00	0:00	0:00	0.0%	564:59	22.1%
Short Films / Fillers	6:58	1:40	8:38	0.7%	21:46	1:32	23:19	1.7%	31:58	1.3%
Sport <sup>2</sup>	327:24	4:21	331:45	27.7%	0:00	0:00	0:00	0.0%	331:45	13.0%
Other <sup>3</sup>	0:00	0:00	0:00	0.0%	0:00	0:00	0:00	0.0%	0:00	0.0%
<b>Total</b>	<b>1100:23</b>	<b>95:37</b>	<b>1196:00</b>	<b>100%</b>	<b>900:04</b>	<b>460:19</b>	<b>1360:24</b>	<b>100%</b>	<b>2556:25</b>	<b>100%</b>

1 Entertainment includes entertainment series, arts, and performance and variety.

2 Local sport includes all sport produced by SBS covering Australian events and international events where a significant proportion of the event is produced by SBS (commentary team, analysis, journalists) and the program is tailored for an Australian audience.

3 WeatherWatch & Music (from 5am) and WeatherWatch filler used in the event a program (mainly WorldWatch news bulletins) cannot be broadcast as scheduled. WeatherWatch Overnight not included.

#### SBS TWO – 24 hours – broadcast hours (HH:MM) by genre, run and source

Genre	Local				Imported				Total	%
	First Run	Repeat	Total	%	First Run	Repeat	Total	%		
Documentary	26:30	0:00	26:30	1.3%	230:55	0:00	230:55	4.3%	257:25	3.5%
Drama	14:00	0:00	14:00	0.7%	176:55	0:00	176:55	3.3%	190:55	2.6%
Entertainment <sup>1</sup>	20:50	0:00	20:50	1.1%	11:55	0:00	11:55	0.2%	32:45	0.4%
Features	3:20	0:00	3:20	0.2%	768:35	298:25	1067:00	19.7%	1070:20	14.4%
News / Current Affairs	407:20	0:00	407:20	20.6%	3911:35	0:00	3911:35	72.1%	4318:55	58.3%
Short Films / Fillers	8:49	0:00	8:49	0.4%	12:55	0:00	12:55	0.2%	21:44	0.3%
Sport <sup>2</sup>	304:34	312:00	616:34	31.1%	15:00	0:00	15:00	0.3%	631:34	8.5%
Other <sup>3</sup>	884:38	0:00	884:38	44.6%	0:00	0:00	0:00	0.0%	884:38	11.9%
<b>Total</b>	<b>1670:01</b>	<b>312:00</b>	<b>1982:01</b>	<b>100%</b>	<b>5127:50</b>	<b>298:25</b>	<b>5426:15</b>	<b>100%</b>	<b>7408:16</b>	<b>100%</b>

#### SBS TWO – 6pm to midnight – broadcast hours (HH:MM) by genre, run and source

Genre	Local				Imported				Total	%
	First Run	Repeat	Total	%	First Run	Repeat	Total	%		
Documentary	26:30	0:00	26:30	3.2%	230:55	0:00	230:55	15.3%	257:25	11.0%
Drama	14:00	0:00	14:00	1.7%	176:55	0:00	176:55	11.7%	190:55	8.1%
Entertainment <sup>1</sup>	20:50	0:00	20:50	2.5%	11:55	0:00	11:55	0.8%	32:45	1.4%
Features	3:20	0:00	3:20	0.4%	768:35	298:25	1067:00	70.8%	1070:20	45.6%
News / Current Affairs	407:20	0:00	407:20	48.5%	0:00	14:30	14:30	1.0%	421:50	18.0%
Short Films / Fillers	5:14	0:00	5:14	0.6%	6:28	0:00	6:28	0.4%	11:42	0.5%
Sport <sup>2</sup>	229:25	134:00	363:25	43.2%	0:00	0:00	0:00	0.0%	363:25	15.5%
Other <sup>3</sup>	0:00	0:00	0:00	0.0%	0:00	0:00	0:00	0.0%	0:00	0.0%
<b>Total</b>	<b>706:39</b>	<b>134:00</b>	<b>840:39</b>	<b>100%</b>	<b>1194:48</b>	<b>312:55</b>	<b>1507:43</b>	<b>100%</b>	<b>2348:22</b>	<b>100%</b>

1 Entertainment includes entertainment series, arts, and performance and variety.

2 Local sport includes all sport produced by SBS covering Australian events and international events where a significant proportion of the event is produced by SBS (commentary team, analysis, journalists) and the program is tailored for an Australian audience.

3 WeatherWatch & Music (from 5am) and WeatherWatch filler used in the event a program (mainly WorldWatch news bulletins) cannot be broadcast as scheduled. WeatherWatch Overnight not included.

## SBS Radio

SBS Radio broadcasts 70 programs, consisting of 68 language programs, World View – its multicultural affairs program – and Alchemy – its multicultural youth affairs and music program (Appendix 9 – SBS Radio schedule)

SBS Radio's 68 language programs provide listeners with a wide range of in-language content (Appendix 10). Each program includes local, national and international news and current affairs, information on topics of importance to each community such as health and settlement issues, community information such as news about government services and community events, cultural content such as music, and sport. SBS Radio also broadcasts acquired international programming on its overnight schedule.

On the digital platform, SBS Radio launched three new pilot services. SBS Chill introduces audiences to the genre of modern lounge music from around the world. SBS PopAsia is an eclectic mix of pop music hits from China, Japan and Korea. SBS's dedicated Eurovision radio channel offered a broad selection of hits from 50 years of the Eurovision Song Contest in the lead up to SBS's broadcast of the 2010 Eurovision Song Contest in May.

### Subtitling non-English language TV content to make it available to all Australians

Programs in a language other than English broadcast on SBS ONE and SBS TWO, (other than our WorldWatch schedule of in-language daily news bulletins from broadcasters around the world) are made accessible to all viewers through English language subtitles.

Subtitling non-English language content enables audiences, regardless of their cultural provenance to access programs in-language, while maintaining the cultural integrity of each program. SBS predominantly uses subtitles as they remain faithful to the original dialogue and are mindful of cultural nuances. In some cases we re-version non-English language documentaries through re-narration, making them more accessible to English language audiences and preserving their original format.

SBS broadcast 1515 hours of subtitled programs, of which 95 per cent were subtitled by the SBS Subtitling Unit.

SBS Subtitling also coordinates the provisioning of closed captioning services for the deaf and hearing impaired, and closed captioned 3228 hours of programs during the year, including news and current affairs programs.

### Hours subtitled / captioned / renarrated programs broadcast\*

Service	Hours
Subtitled	1515
Closed captioned	3228
Re-narrated	96
<b>Total</b>	<b>4839</b>

\* Hours for subtitled and renarrated programs are for total program duration. Programs may not necessarily be subtitled or renarrated for their duration (for example where the program is in English and in LOTE).

### Languages and dialects subtitled

Aboriginal	Gupapuyngu	Polish
Afar	Haitian Creole	Portuguese
Afrikaans	Hausa	Punjabi
Albanian	Hebrew	Quechua
Amharic	Hindi	Romanian
Ancient Greek	Hmong (Western)	Russian
Arabic	Hungarian	Saami
Arabic (Algerian)	Icelandic	Samoan
Arabic (Moroccan)	Indian	Sanskrit
Arabic (Sudanese)	Indonesian	Scots
Arabic (Tunisian)	Inuktitut (Western Canadian)	Serbian
Arrente	Italian	Serbo Croatian
Atikamekw	Japanese	Sesotho
Baka	Jingpho	S'gaw Karen
Bambara	Khmer	Slovak
Belarusian	Kikongo	Slovene
Bengali	Kiribati	Spanish
Bislama	Korean	Sudanese
Bosnian	Krio	Swahili
Bulgarian	Kuikuro	Swedish
Bunaba	Kurdish	Swiss German
Burmese	Kyrgyz	Tagalog
Buryat	Lao	Tajiki
Cantonese	Latin	Tamil
Catalan	Latvian	Tetum
Chamorro	Lingala	Thai
Chechen	Lithuanian	Tibetan
Comorian Swahili	Macedonian	Tigrinya
Croatian	Malay	Torres Strait Creole
Czech	Malayalam	Tsotsitaal
Dagbani	Mandaeen	Turkish
Danish	Dari	Uighur
Dari	Mandarin	Ukrainian
Dhargu	Maori	Urdu
Dinka	Marathi	Vietnamese
Dutch	Maya	Wolof
Estonian	Moldovan	Xhosa
Farsi	Mongolian	Yiddish
Finnish	Moore	
Flemish	North American Indigenous	
French	Norwegian	
French Canadian	Ojibwa	
Ga	Palauan	
Gaelic	Pashto	
German	Pijin	
Greek	Gujarati	

## Providing a diverse range of perspectives and interacting with audiences

### Programs commissioned for production

SBS is committed to bringing more locally produced, multicultural content to SBS screens. In 2009/10 SBS commissioned a total of 164 hours of Australian drama, documentary and entertainment for production and development. A full list of titles is included at Appendix 11.

### SBS-commissioned programs broadcast

A total of 564 hours of SBS-commissioned programs were broadcast on SBS ONE in 2009/10, of which 165 hours were broadcast for the first time. First run programs broadcast are detailed in Appendix 12 and comprised 55 hours of documentary, 89 hours of entertainment and 21 hours of drama (including comedy, features, animation and shorts).

### Most popular SBS-commissioned programs

Program	Genre	Audience (000s)
<i>Who Do You Think You Are?</i>	Documentary	477
<i>Food Safari (Rpt)</i>	Entertainment	456
<i>Food Investigators</i>	Entertainment	430
<i>Italian Food Safari</i>	Entertainment	410
<i>Gourmet Farmer</i>	Entertainment	366
<i>Honeybee Blues</i>	Documentary	347
<i>Costa's Garden</i>		
<i>Odyssey</i>	Entertainment	339
<i>Luke Nguyen's Vietnam</i>	Entertainment	323
<i>Are You My Mother?</i>	Documentary	314
<i>Best Undressed (Rpt)</i>	Documentary	308

Source: OzTAM – 5 City Metro; total individuals incl guests.

### Ground-breaking Indigenous content

SBS has a long and proud history of supporting Indigenous content, across all of its platforms. In 2009 SBS signed a three year deal with award-winning Blackfella Films, continuing the partnership that produced the landmark documentary series *First Australians*. The production and development deal will result in a slate of four major drama and documentary projects to be delivered over the next three years.

SBS continued its partnership with Vibe Australia by broadcasting the 2009 Deadly Awards honouring the achievements of Indigenous people in the fields of music, art, sport, entertainment and community. For the first time SBS co-hosted the launch of the Deadly

Awards in a special ceremony held at its Sydney studio's to announce nominees and to kick off the voting for the 15<sup>th</sup> Deadlys.

SBS also considers that part of its role is to foster and promote Indigenous talent in the production sector, ensuring we are supporting the next generation of Indigenous talent. SBS is now in the second year of its Indigenous Mentorship Award which supports the professional development of an emerging Indigenous talent.

SBS staff are also particularly engaged in ensuring SBS is doing all it can to support Reconciliation initiatives. SBS published its second Reconciliation Action Plan (RAP) in June 2010. In the RAP SBS commits to be a leader in the media, entertainment and advertising industries in relation to Reconciliation initiatives. Learn more about SBS and its RAP at page 58.

A list of Indigenous programs commissioned for production in 2009/10 is at Appendix 13 and a list of SBS-commissioned Indigenous programs broadcast (first run) in 2009/10 is at Appendix 14.

### Thought provoking Australian documentaries

#### Most popular SBS-commissioned documentaries

Program	Audience (000s)
<i>Who Do You Think You Are?</i>	477
<i>Honeybee Blues</i>	347
<i>Are You My Mother?</i>	314
<i>Best Undressed (Rpt)</i>	308
<i>Law and Disorder</i>	305

Source: OzTAM – 5 City Metro; total individuals incl guests.

### A variety of perspectives from around the world

#### Most popular international documentaries

Program	Audience (000s)
<i>A History of Scotland</i>	452
<i>Why Are Thin People Not Fat?</i>	425
<i>Big Bang in Tunguska</i>	390
<i>Thinking XXX (Rpt)</i>	369
<i>Voyages of Discovery (Rpt)</i>	364

Source: OzTAM – 5 City Metro; total individuals incl guests.

## Australian comedy and drama

### Most popular SBS-commissioned comedy and drama

Program	Audience (000s)
<i>The Circuit</i>	255
<i>East West 101</i>	191
<i>Wilfred</i>	184
<i>Carla Cametti PD (Rpt)</i>	140
<i>East West 101(Rpt)</i>	125

Source: OzTAM – 5 City Metro; total individuals incl guests.

## Quality international comedy and drama

### Most popular international comedy and drama

Program	Audience (000s)
<i>Inspector Rex (Rpt)</i>	403
<i>Flight of the Conchords</i>	301
<i>Erotic Tales 2 (Rpt)</i>	298
<i>South Park (Rpt)</i>	295
<i>Erotic Tales 1 (Rpt)</i>	276

Source: OzTAM – 5 City Metro; total individuals incl guests.

## Entertainment

### Most popular entertainment

Program	Audience (000s)
<i>Top Gear</i>	1,000
<i>Top Gear (Rpt)</i>	769
<i>Man vs. Wild</i>	722
<i>Top Gear Winter Olympics Special</i>	695
<i>Top Gear Polar Special (Rpt)</i>	677

Source: OzTAM – 5 City Metro; total individuals incl guests.

## Film

Whether it is on our dedicated subscription movie channel, World Movies, or across SBS ONE and SBS TWO; SBS is renowned for being the home of the best international film. SBS complements its on-air film offering with a dedicated online portal for film lovers [www.sbs.com.au/film](http://www.sbs.com.au/film). In 2009/10 SBS broadcast 899 hours of film on SBS ONE and 1070 hours of film on SBS TWO.

## Global Village – Thalassa

Perennial SBS television favourites are *Global Village*, fronted by popular presenter Silvio Rivier, and *Thalassa*. These programs include acquired material that SBS collates, edits and presents for viewers.

*Global Village* takes us to the far corners of the globe where we discover the world really is an amazing place. *Thalassa* (meaning 'sea' in Greek) brings our audience stories of the seas of the world and their effect on people and places.

## News and current affairs – local and international

Our News and Current Affairs (NACA) division produces SBS's daily news service *World News Australia*, the current affairs programs *Dateline*, *Insight* and *Living Black* and news services for SBS Radio and SBS Online. SBS News and Current Affairs also acquires a range of overseas news services for our international television news service *WorldWatch*.

### World News Australia – SBS's world news service

SBS News and Current Affairs produces SBS's daily news service *World News Australia*. *World News Australia* provides up-to-date reports and analysis of the major national and international news stories of the day in Australia's only world news service in its daily hour-long 6:30pm bulletin, and in the half-hour 9:30pm weeknights bulletin on SBS ONE and SBS TWO. *World News Australia* is complemented by *World News Australia Online* and *SBS Radio News*.

A team of talented journalists and presenters produce and collate SBS's coverage of local and world affairs. Anton Enus and Janice Petersen regularly present the 6:30pm edition of *World News Australia* with Craig Foster and Mike Tomalaris covering sport.

The principal back-up presenters are Neena Mairata and Ricardo Goncalves, who also present the 9:30pm bulletin. Lee Lin Chin presents the weekend edition 6:30pm hour-long bulletin. *World News Australia's* senior correspondent, Brian Thomson, anchors coverage of major events in the field while SBS's chief political correspondent Karen Middleton covers national issues from Canberra and on the road with Australia's politicians.

A number of international stories were covered throughout the year and SBS sent news crews to meetings of the G20 in Europe and America. SBS was among the first news crews to hit the ground following the Samoa tsunami and the Sumatran earthquake.

*World News Australia* sports reporter Tuipoloa Evan Charlton, a Samoan speaker, helped SBS Radio produce a special program for the Samoan service on the aftermath of the tsunami. Crews also visited Christmas Island to report on the detention centre for asylum seekers and produced a series of reports on the effects of climate change in Papua New Guinea.

Throughout the year crews were also sent to Singapore, New Zealand, Trinidad, Copenhagen, South Africa, Indonesia, the UK, New Caledonia and India. A crew was also present throughout the 2010 FIFA World Cup in South Africa.

#### **NACA Online**

**World News Australia:** 51 per cent increase to 202,000 monthly visitors

**Dateline:** 300 per cent increase to 38,000 monthly visitors

**Insight:** 47 per cent increase to 43,000 monthly visitors

NACA Online has continued to enjoy strong growth across all of its program properties, led by World News Australia Online (WNA Online) which has increased its monthly audience to more than 200,000 people. Average monthly page views are at 1.1 million.

*Dateline* enjoyed rapid online growth, with monthly audiences tripling thanks to the introduction of a specific online producer for the program, who joined the team in November 2009 to begin running online operations in 2010. Highlights included a live online chat featuring Mark Davis and WikiLeaks founder Julian Assange which attracted more than 1500 readers.

*Insight* continues to benefit from strong online integration into its program, using Facebook and Twitter to engage with its television audiences and incorporate their comments into the live program. Other online-specific content is prepared for the *Insight* website each week to provide further reading and depth-of-content to the site.

Social media has become a vital part of NACA Online's overall distribution strategy with increasing interest in the Facebook and Twitter pages of all the websites.

#### **NACA Radio**

SBS Radio News provides updated hourly breaking radio news bulletins for WNA Online, and news and feature material for SBS Radio's language programs and for SBS Radio Online.

During the year, SBS Radio's twice daily English language World View program was brought into the NACA division, with a sharpened focus on multicultural and Indigenous issues.

In 2009/10 SBS Radio News contributed more than 1400 voiced features and interviews as podcasts to the SBS Radio Online site. The Radio Newsroom augmented SBS's television and online coverage of the FIFA World Cup, with previews and summaries of every match made available for translation by Radio

language groups. The Newsroom also produced a special half-hour program on World View every week day for the full month of the Cup.

SBS's Brisbane correspondent, Stefan Armbruster, won an award at the Queensland Media Awards for Best Radio News Report for "Malu Sara – Coroner's Findings". Stefan also produced cross-platform content from trips to remote areas. His Saibai Island trip for the king tides was the first time the event had been covered for radio or television as the tides came in and flooded the village.

#### **Dateline – international current affairs**

Our multi-award-winning international current affairs program *Dateline* has a brief to provide stories for Australians about life beyond Australia's shores. *Dateline* is presented by George Negus, one of Australia's most respected journalists, and is produced by a team of acclaimed producers and video journalists. *Dateline* reporters are considered pioneers in video journalism, travelling alone on assignment to film and report stories. Using small, lightweight cameras and minimal sound and lighting equipment, our reporters are able to gain unique and independent access to people, places and stories.

*Dateline* has continued to attract critical acclaim in 2009/10, winning a Walkley Award for its report 'City of Widows', filmed on the streets of Baghdad, and winning Young Journalist of the Year Award for the second time for reporter Sophie McNeill's story 'Afghanistan's Shame'.

*Dateline* was also awarded Amnesty International's Human Rights Award for Adrian Brown's report 'Kidnapped' on child trafficking in China, and it won the United Nations Association of Australia Media Peace Award for David O'Shea's story on Bali's mentally ill living in chains.

#### Top rating programs 2009/10

Program	Date	Audience (000s)
<i>Obamanation</i> (US); Interview – Jeffrey Bleich (US); <i>Bali's Miracle Worker</i> (Indonesia)	14/03/2010	231
<i>The Red Tide</i> (Thailand); Interview – Fatima Bhutto (Pakistan); <i>Life on the Rails</i> (Philippines)	28/03/2010	229
<i>Sex in the City</i> (Ukraine); Interview – Yossi Belin (Israel); <i>The Art of Politics</i> (New Zealand)	21/03/2010	224
<i>Hot Property</i> (Israel); A <i>Rats Tale</i> (Mozambique); Interview – Mary Crock (Australia)	01/11/2009	208
<i>Obama One Year On</i> (US); <i>Kidnapped</i> (China); <i>Lost and Found</i> (France)	08/11/2009	207

Source: OzTAM – 5 City Metro; total individuals incl guests.

#### Insight – a current affairs forum

*Insight*, SBS's current affairs television forum show, is a leading forum for ideas. Each week, host Jenny Brockie uses her unique skills to guide a lively debate on a single topic. The format is a great leveller, no one has special status. Politicians, business leaders and experts sit alongside community members, swapping stories and arguing about a wide range of topical issues. Each debate continues online.

#### Top rating programs 2009/10

Program	Date	Audience (000s)
<i>Going Shopping</i>	29/09/2009	271
<i>Infidelity</i>	06/04/2010	270
<i>Anxiety</i>	11/05/2010	247
<i>Coping with Baby</i>	22/09/2009	244
<i>Emergency</i>	01/09/2009	232

Source: OzTAM – 5 City Metro; total individuals incl guests.

#### Indigenous current affairs – *Living Black*

*Living Black* is not just for Indigenous viewers. Its aim is to inform a wider audience about contemporary Indigenous issues, and why they matter to all Australians.

Hosted by Karla Grant, the half-hour show provides timely, intelligent and comprehensive coverage of the issues affecting the Indigenous community and reports on many stories largely ignored by the mainstream media.

During 2009/10, a total of 25 half hour episodes of the program aired on Monday nights at 6pm with repeats on Tuesdays and Fridays at 3:30pm. A total of 15 episodes were presented on location from various places around Australia. Some of these locations included Uluru, Tiwi Islands, Kununurra, Stradbroke Island, Perth, Cooktown, Victoria's Great Ocean Road and Flinders Island. An Anzac Day special was shot on location from the Coloured Diggers March held annually in Redfern.

*Living Black* has embraced social networking sites Facebook and Twitter with the *Living Black* Facebook fan page now having close to 5000 friends. This has proven to be an excellent mechanism for sourcing talent for stories as well ideas and topics for stories. Both Facebook and Twitter are just another way we are endeavouring to promote the program and to reach existing and new audiences.

The program continued to be broadcast across the Asia Pacific region through the Australia Network and to urban, rural and remote communities on the National Indigenous Television Service (NITV).

### Top rating programs 2009/10

Program	Date	Audience (000s)
<i>Gasping for Breath</i> (respiratory diseases in remote communities); <i>Black Force</i> (Australian Defence Force program); <i>Echo Island</i> (music); <i>Aunty Bernice</i> (art); <i>Jamal Idris</i> (rugby league); <i>REA</i> (art).	28/09/2009	45
<i>Living with Lupus</i> (health); <i>A Pressing Issue</i> (problem gambling); <i>School of Thought</i> (education); <i>Songs for Stories</i> (Indigenous Literacy Project); <i>Shellie Morris</i> (music).	17/05/2010	43
<i>Cape Clean-Up</i> (Cape York); <i>Quandamooka Country</i> (Stradbroke Island's ranger program); <i>Sober Reprieve</i> (alcohol and drugs); <i>Mona Mission Battle</i> (land rights)	30/11/2009	42
<i>Feet First</i> (Futsal); <i>Kakadu Careers</i> (Indigenous employment program); <i>House Hunting</i> (Strategic Housing and Infrastructure Program); <i>Good Quick Tukka</i> (Indigenous skills program); <i>Baby on Board</i> (health).	24/05/2010	41
<i>Anzac Day</i> (Indigenous servicemen and women); <i>Shell of a Time</i> (Esme Timbery – art); <i>Relocation Rules</i> (AFL); <i>Coloured Digger</i> (theatre).	26/04/2010	39

Source: OzTAM – 5 City Metro; total individuals incl guests.

### WorldWatch – international news bulletins

SBS acquires a range of overseas news services for WorldWatch, a unique international television news service of daily and weekly bulletins from broadcasters around the world in-language. WorldWatch is provided to cater for the needs of individual language and cultural communities within Australia, providing a window into developments in their homelands and views held there in relation to international affairs. This service is unique, as no other broadcaster unites so many news sources. WorldWatch currently broadcasts news bulletins in 25 languages from 26 countries.

The WorldWatch schedule is transmitted on SBS ONE and SBS TWO offering a combined average of twenty

hours of news a day. In early 2010 new services from India in Hindi, Pakistan in Urdu and a daily bulletin in Macedonian from MRT in Skopje, were added to the WorldWatch schedule. SBS also extended the once-a-week services from Croatia, Korea, the Netherlands, Poland, Portugal and Serbia into a daily service.

Occasionally, the WorldWatch operation includes special live news events in original language without subtitles which are of interest to individual communities. This year SBS provided extensive coverage over two mornings of the memorial service in Warsaw for the victims of the plane disaster in Smolensk which killed all 96 people aboard the plane carrying the Polish President, and the funeral service for the President and his wife from Cracow. Coverage of these events was possible due to SBS's links with Polish broadcaster Polsat, provider of the daily news from Poland for WorldWatch

**WorldWatch (SBS ONE) – languages & hours scheduled 2009/10**

Language	Hours	% LOTE	% Total
Arabic	156	6%	5%
Cantonese	104	4%	4%
Croatian	13	1%	0%
Dutch	26	1%	1%
French	208	8%	7%
German	156	6%	5%
Greek	312	13%	11%
Hindi	78	3%	3%
Hungarian	26	1%	1%
Indonesian	78	3%	3%
Italian	156	6%	5%
Japanese	156	6%	5%
Korean	91	4%	3%
Maltese	26	1%	1%
Mandarin	156	6%	5%
Polish	39	2%	1%
Portuguese	13	1%	0%
Russian	156	6%	5%
Serbian	13	1%	0%
Spanish (Chile)	26	1%	1%
Spanish (Spain)	208	8%	7%
Tagalog	143	6%	5%
Turkish	143	6%	5%
Urdu	13	1%	0%
<b>Total LOTE</b>	<b>2496</b>	<b>100%</b>	<b>86%</b>
English (Germany)	130	–	5%
English (US)	260	–	9%
<b>Total English</b>	<b>390</b>	<b>–</b>	<b>14%</b>
<b>Total</b>	<b>2886</b>	<b>–</b>	<b>100%</b>

**SBS TWO – languages & hours scheduled 2009/10**

Language	HH:MM	% LOTE
Arabic	169:00	3.8%
Cantonese	164:40	3.8%
Croatian	117:00	2.7%
Dutch	104:00	2.4%
French	299:00	6.8%
German	260:00	5.9%
Greek	307:40	7.0%
Hindi	91:00	2.1%
Hungarian	156:00	3.6%
Indonesian	169:00	3.8%
Italian	247:00	5.6%
Japanese	351:00	8.0%
Korean	130:00	3.0%
Macedonian	91:00	2.1%
Maltese	130:00	3.0%
Mandarin	247:00	5.6%
Polish	117:00	2.7%
Portuguese	91:00	2.1%
Russian	338:00	7.7%
Serbian	117:00	2.7%
Spanish (Chile)	39:00	0.9%
Spanish (Spain)	329:20	7.5%
Tagalog	156:00	3.6%
Turkish	156:00	3.6%
Urdu	13:00	0.3%
<b>Total LOTE</b>	<b>4389:40</b>	<b>100%</b>

**SBS Radio – 68 language programs**

SBS Radio broadcast 15,964 unique hours of programming during 2009/10.

**Launch of digital radio**

SBS Radio took part in the historic launch of digital radio on August 6, by joining commercial radio services on air in Sydney, Melbourne, Adelaide, Perth and Brisbane. The launch dominated breakfast programs on all radio stations in five capital cities, starting at 6am and finishing at 9am. Six SBS programs aired during this time: all had roaming reporters in Sydney's Martin Place and Melbourne's Federation Square, crossing live to the SBS studios.

The following five channels are available on digital radio in Sydney, Melbourne, Brisbane, Adelaide and Perth.

Channel	Program content
SBS 1*	SBS AM
SBS 2*	SBS FM
SBS Chill	SBS Chill
SBS PopAsia	SBS PopAsia
SBS 6	BBC World Service & special event radio

\* From 6 August to 11 June SBS also broadcast time-shifted versions of these services (+2 hours).

#### SBS Radio Online relaunch

The relaunch of 68 language websites has provided SBS Radio audiences with a vastly improved and user-friendly platform to interact with on-demand language content 24 hours a day.

#### Exploring multicultural stories

##### Attacks on Indian students

As attacks on Indian students raised questions about racial and social harmony in Australia, the South Asian language programs obtained previously undisclosed details on the number of deaths of Indian students in Australia through freedom of information laws. The SBS exclusive on these figures was covered across language programs and picked up by domestic and overseas media.

##### Pooran Singh's story

SBS Radio's Punjabi program uncovered a story which created an international media buzz, with wide-ranging coverage on Australian and Indian television and all major papers. This story, broken and led by SBS, revealed a part of Australia's pre-Federation multicultural fabric.

During June, SBS introduced audiences to the story of how a family from regional Australia faithfully preserved the ashes of a cremated Indian hawker, Pooran Singh, over four generations. The story documented their commitment to fulfilling his last wish of having his ashes scattered in the River Ganges.

An SBS exclusive, the story generated immense public interest in India and graced the front page of respected broadsheets and 24-hour news channels. SBS's coverage of the story led to the discovery of Pooran Singh's remaining family in India and the United Kingdom, who together with Indian cricketing great, Kapil Dev, journeyed to regional Victoria to personally transport Pooran's ashes from Warrnambool cemetery to the sacred Ganges.

A story of mutual respect across cultural and historical divides, Radio's coverage of Pooran Singh's final journey sums up the vital role that SBS Radio continues to play in telling distinct Australian stories.

##### Tragedy in the Asia Pacific region

SBS Radio's programming leveraged its unique expertise and extensive network of local correspondents to offer audiences up to the minute coverage following the tragic earthquake in Indonesia, floods in the Philippines and the South Pacific tsunami.

SBS also assisted in a practical way through supporting the fundraising efforts of aid agencies operating in the affected regions through in-language radiothons conducted just days after the tragedies in the Philippines, Indonesia and the South Pacific. The special programming initiatives were cross-divisional efforts and underscore SBS's commitment to our culturally and linguistically diverse communities.

##### Parliament of World Religions

SBS explored the role of religion, ethics and spirituality in modern Australian life during SBS Radio's coverage of the Parliament of World Religions in December. The international conference in Melbourne brought together around 6000 delegates from 80 different countries, representing 220 religions, faiths, sects and sub-sects to talk interfaith dialogue. SBS Radio coverage featured interviews with major figures in faith communities around the world in-language and in English.

##### Copenhagen Summit

SBS's Danish program had in-depth coverage of the UN Climate Conference in Copenhagen with interviews with Danish Australians at the conference and experts from both sides of the climate change debate. Meanwhile, as the Hindi program looked into the impact of climate change on weather patterns in India, the Cantonese program brought the discussion back to the streets of Sydney – gathering young people's views on who is responsible for action on climate change and the average Australian's role in climate change initiatives.

##### Australia Day

Australia Day for SBS is about telling the stories of Australia's diversity. While the Italian and Arabic programs featured interviews with recipients of the Order of Australia from their language communities, the Cantonese program highlighted Australia Day with the very personal story of Alan Wu, the 25 year-old Australia Day Ambassador for Kyneton, Victoria, who related his experiences navigating an Australian and Chinese identity. The Arabic program featured interviews with the authors of a report indicating Australian schools are becoming the home

of widespread racism among young people of all backgrounds.

There were two positive stories from our own ranks with SBS's African broadcaster, Gladys Namokoyi from Alchemy, awarded the 2010 Marrickville Council Young Citizen of the Year Award on Australia Day. Michelle Aleksandrović, Executive Producer of the Aboriginal program, received a certificate of appreciation from the University of Queensland for her work on the Indigenous Voice project, which is adding a new perspective to the coverage of Indigenous issues through the training of young Australian journalists.

#### **Lunar New Year celebrations**

SBS Radio's season of outside broadcasts to celebrate the Lunar New Year kicked off to an overwhelming response with huge audiences for the Cantonese, Mandarin and Vietnamese broadcasts from community festivities in greater Sydney and Melbourne. The celebration continued throughout February with SBS Radio's live coverage in Mandarin from the Twilight Parade in Sydney and the Dragon Boat races in Darling Harbour.

#### **Polish Tragedy**

Journalists with the Polish program were some of the first in the world to learn of the death of the Polish President and 95 other top officials in a plane crash following an alert from the team's correspondent in Warsaw. As the tragedy unfolded, SBS Radio audiences were provided with timely and accurate coverage as news broke in Poland, through close co-operation between the Polish team and the Radio Newsroom. The team's collaboration with other SBS colleagues in Television news and Online ensured that non-Polish speaking audiences were offered a unique SBS insight into this unprecedented tragedy.

#### **Refugee Week**

In June, SBS Radio partnered with the Refugee Council and SBS Online's Refugee Week 2010 project to acknowledge the contribution of refugees to Australia. Drawing on 25 years of experience telling the human stories behind asylum seekers, Radio journalists provided 11 interviews for the multimedia site.

#### **Covering sport – SBS Sport**

##### **Cricket – The Ashes 2009**

Hosted by former Australian spin bowler, Stuart MacGill and former Test stars Greg Matthews and Damien Martyn – with Rodney Hogg on the ground in the UK – the first Ashes test commenced in July 2009. This was SBS's first ever live HD broadcast. SBS's comprehensive coverage included daily highlights, AM updates and a dedicated Ashes

website with videos, news, and results. In total 6.8 million people tuned into The Ashes coverage in metro areas and 3.1 million people in regional areas. SBS's audience share of people (16+) on Ashes days during prime time was 10.9 per cent, double that of the May–June period which had a share of 5.5 per cent. Online, the dedicated Ashes website recorded a total of 631,000 page impressions and 209,000 video views.

##### **Cricket – One Day Internationals**

In September the One Day International series commenced between England and Australia. The series reached 2.7 million viewers in metro markets.

##### **Cycling – Tour de France**

SBS's 19<sup>th</sup> year of coverage of the Tour de France was broadcast this year in full (all 21 stages) only on SBS TWO and simultaneously live online at [www.sbs.com.au/tdf](http://www.sbs.com.au/tdf). SBS ONE broadcasts were limited to 12 live stages due to schedule clashes with The Ashes. The coverage was hosted on location by Mike Tomalaris with David MacKenzie and John Flynn and expert commentators Phil Liggett and Paul Sherwen. As expected due to The Ashes, our overall television audiences were down on 2008 but the ratings on SBS TWO were very good, recording four times the previous weekly average share. Online the dedicated Tour de France website delivered record results across all metrics. Unique browsers totalled 427,000, up 55 per cent on 2008, and 1.4 million video views.

##### **Cycling – Other Events**

The Tour of Spain ("La Vuelta") road cycle race commenced on August 30 with daily 10 minute updates on SBS ONE and comprehensive video clips on-demand, news, results, exclusive blogs, stage information and route maps available at [www.sbs.com.au/cyclingcentral](http://www.sbs.com.au/cyclingcentral), which was licensed as the official Australian website for the event. Cycling Central traffic increased – page impressions up by 67 per cent, and unique browsers by 36 per cent.

This year's coverage of the Tour Down Under road cycling race featuring Lance Armstrong, included an additional live stage and full replays on SBS TWO. The live stages performed extremely well on SBS ONE, boosting the daytime audience figures significantly. Replays on SBS TWO also performed well, making it often the most watched program each day.

Cycling took centre stage on SBS TWO in May, with our daily highlights coverage of the Giro d'Italia road cycling race. The programs achieved very good audiences weeknights at 8pm, ranking as the most watched programs on SBS TWO each night. For the first time ever we also broadcast live coverage of the Tour of California daily from 7am–9am, under a deal

with ASO, the organisers and owners of the Tour de France. Both of these events also drew an increase in the unique browsers and page impressions for the Cycling Central website which continues to achieve solid growth.

#### **Athletics**

The IAAF World Athletics Championships included live coverage on SBS ONE (evening finals sessions) overnight and SBS TWO (afternoon session walks and marathons) in primetime, daily highlights and AM updates plus comprehensive video on-demand and news reports available at [www.sbs.com.au/sport](http://www.sbs.com.au/sport). Hosted by David Basheer from our Sydney studio, with location reports and interviews from Emma Simkin on location for Sport and *World News Australia*.

#### **Football**

The UEFA Champions League season returned and SBS provided live match coverage on SBS ONE featuring a number of European giants including Inter Milan, Barcelona, Lyon, Fiorentina, Dynamo Kiev, Liverpool, Everton and Manchester United. Complementary coverage on SBS TWO has performed well, growing its audience.

#### **Dakar Rally**

SBS Sport broadcast the Dakar Rally in January, providing consistently good ratings for SBS ONE in the 6pm slot over summer. The dedicated Dakar website helped SBS Online gain a sharp growth in video views during the month of January.

#### **FIFA World Cup**

SBS's most comprehensive coverage ever of the FIFA World Cup began with live coverage of the Kick-Off Celebration Concert from Soweto on the eve of the event. Featuring several major international performers including Shakira and the Black Eyed Peas, this official event was held as a fundraiser to help support poverty in Africa and all rights fees received were donated to local charities.

The first major broadcast from Cape Town aired at 9pm on June 11 on SBS ONE, hosted by Les Murray with Craig Foster. The program provided a full preview of the tournament with a focus on the Socceroos. The World Cup show thereafter moved to SBS TWO nightly at 7:30pm until June 22 where it regularly achieved very good audiences, averaging around 60,000 people on the digital service.

The beginning of the month-long football competition started with the Opening Ceremony and Opening Match between host South Africa and Mexico held at Soccer City Stadium in Johannesburg. The live coverage of the Opening Ceremony on SBS ONE

commenced at 10pm, and it achieved a huge average audience of 665,000 people and a total reach of 1.4 million individuals. The first match kicked off at midnight and gained an average audience of 554,000 people.

The daily World Cup morning news program started on June 12, hosted by Thai Naeve on SBS ONE. The Sydney-based show performed extremely well, providing full news coverage of the event initially at 7am and later in the tournament (to fit match schedule) at 8:30am.

For the first ten days of the World Cup, three live matches were broadcast daily, the first from 9:30pm, then midnight, then 4:30am respectively. Every night the Cape Town studio provided the presentation of the World Cup Show on SBS TWO and also the 9:30pm matches on SBS ONE, featuring Les Murray, Craig Foster and special guests. Paul Dempsey hosted the second and third matches every evening from the Sydney studios with several expert analysts, on rotation.

The first Socceroos match against Germany commenced at 4:30am and it recorded an average audience of 1.375 million people, with a total reach of 2 million overall.

The second Socceroos group stage match against Ghana kicked off at midnight and achieved an average audience of 1.6 million people and a reach of 2 million individuals – the highest average audience of all the Socceroos games. The match versus Ghana was also ranked 13<sup>th</sup> overall of all free-to-air viewing (5 city metro). The third (and unfortunately last) Socceroos match against Serbia was watched by an average of 1 million people and had a reach of 1.5 million individuals.

On SBS TWO, the schedule provided several repeat broadcasts of every match in regular slots and the audiences were very solid, particularly at the beginning of the event when the majority of matches took place. Online metrics all increased substantially and the cumulative figures easily exceeded SBS's original forecasts. By the end of June 1.4 million unique browsers were recorded (more than double the same period last year), 18.3 million page impressions were generated (up 128 per cent), plus 1.2 million video views were recorded (up 48 per cent). User session durations were also excellent, with the site attracting an average of 10 minutes activity.

Live streaming of the Socceroos games proved very popular. The Socceroos versus Germany match delivered 11,225 streams; versus Ghana delivered 28,361 streams; and versus Serbia delivered 15,419 streams. The Argentina versus Germany match also did well, with 18,062 streams recorded.

The World Game website social media activities were promoted heavily on air and during the event, our followers on Twitter grew from 2000 to 6500 and our Facebook friends reached 27,105.

#### **Radio Sport coverage**

##### FIFA World Cup coverage

SBS Radio's coverage of the World Cup encompassed 128 live overnight broadcasts with match commentary in 11 languages, daily updates in all 15 daily language programs, plus features, news and analysis across the remaining 53 languages.

Each match was broadcast on AM in English and on FM in one other language. A record one million people listened to SBS Radio's English language coverage and a further 170,000 listened to match coverage and analysis in-language. In some cases the online platform synchronised coverage – allowing users to watch SBS Television while listening to streamed language commentary from SBS Radio.

In South Africa, SBS Radio's reporter recorded over 200 interviews in 22 languages ranging from players, coaches and fans, to international football glitterati and heroes from World Cups past. In Australia, radio reporters completed over 70 live crosses into programs from the FIFA Fan Fest in Sydney.

New to the coverage in 2010 was the inclusion of interactive elements to the match broadcasts. SMS messages proved popular with late night aficionados who sent the match commentary teams over 1500 multilingual text messages in the form of greetings, match tips and comments.

##### FIFA U20 and Sydney FC home matches

Audio and Language Content further played its part in cementing SBS as the home of football in Australia during September 2009 with two unique offerings for football fans. SBS Radio offered exclusive multilingual coverage with in-language reports from the FIFA U20 World Cup in Egypt, the football world championship for players under 20 years of age. The special coverage offered SBS listeners direct contact with international teams and was a regular feature in the Spanish, Italian, Hungarian, Korean, Czech, African, Arabic, German, and English language programs.

SBS Radio launched its coverage of the A-League's 2009 season with the exclusive coverage of Sydney Football Club's home matches during September. The coverage was broadcast on one of SBS Radio's new digital channels – SBS 6 – and was produced in collaboration with the Radio Newsroom and SBS Sports.

## SBS Sport-produced programming

Sport / Program	Hours*
<b>Cycling</b>	<b>170½</b>
Tour de France 2009 – live stages / highlights / daily updates	85
Cycling Australia Events:	
• National Road Team Series 2009: Tour of Gippsland; Tour of the Murray River; Goulburn to Citi; Grafton to Inverell Cycle Classic; Melbourne to Warrnambool; Tour of Tasmania	5
• Australian Open Road Championships / Series 2010	1
• Australian Mountain Bike Championships / Series 2010	1½
• Australian Track Championships 2010	1
• Australian BMX Championships 2010	½
UCI Events 2009/2010 - highlights	15¾
Other international cycling events - highlights	12
La Vuelta 2009 – highlights / daily updates	6¾
Crocodile Trophy 2009	½
Tour of Perth 2009	1
Perth International Track Grand Prix 2009	½
Tour Down Under 2010 – highlights stages 1-5 / live stage 6	13¼
Paris-Roubaix 2010 – live	3½
Giro d'Italia 2010 – highlights / daily updates	8
Tour of California 2010 - live / highlights	15
<b>Football</b>	<b>78½</b>
The World Game – local and international football news	48
Les Murray's Football Feature - overseas football match highlights	21
FFA National Futsal Championships 2010 - highlights	1
FA Cup (English Football Association) 2010 - semi finals highlights / final live and highlights	5
World Cup Qualifiers - live	2½
Outback United - Indigenous football documentary	1
<b>Fédération Internationale de Football Association (FIFA) Events</b>	<b>319¾</b>
FIFA U-20s World Cup 2009 – Australian matches / semi-finals / final live and highlights	20½
FIFA U-17s World Cup 2009 – matches / semi finals / final live and highlights	13½
FIFA Beach Soccer World Cup 2009 – semi finals / play-off / final highlights	2
FIFA World Cup 2010 Draw	2½
FIFA World Player Gala 2009 - highlights	1
FIFA World Cup 2010 - support programming	11½
FIFA World Cup 2010 - matches live / delayed / highlights / review	269
<b>Union of European Football Associations (UEFA) Events</b>	<b>284½</b>
UEFA Champions League 2009/2010- matches / highlights/ magazine	192¾
UEFA Europa League 2009/2010 – matches / highlights	88¾
UEFA Super Cup 2009	3½
<b>Motor Sports</b>	<b>93½</b>
Speedweek 2009/2010	84
Dakar Rally 2010 - highlights / preview / review	9½
<b>Athletics</b>	<b>52</b>
IAAF World Athletics Championships 2009	52
<b>Cricket</b>	<b>280</b>
Ashes and One Day Internationals	280

\* Scheduled first run

## SBS Online

SBS Online partners with SBS Television and Audio and Language Content to expand and deepen the range of content available to SBS's audiences.

### Exclusive Online-commissioned programs

SBS Online commissioned the following exclusive online programs in 2009/10.

- **How Far We've Come** ([www.sbs.com.au/refugees](http://www.sbs.com.au/refugees))  
In conjunction with Refugee Week 2010, SBS Online developed an exclusive online program featuring the stories of 10 refugees from 10 different countries. Following extensive research into the SBS archive, SBS Online identified refugees featured in SBS programming over the last 30 years and managed to re-establish contact with these persons to arrange new interviews with them to produce a series of 'Then and Now' portraits.
- **Goa Hippy Tribe**  
In conjunction with Screen NSW and the Innovation Fund at Screen Australia, SBS Online commissioned an exclusive online documentary series telling the story of a group of hippies meeting up for the first time in 30 years in Goa, India, through the eyes of a young Australian, Darius Devas, whose parents were part of this unique historical period. Phase one of the project was conducted solely through social media including Facebook and YouTube and was designed to foster the building of a cross-generational community who would submit their own stories and archival materials from the relevant period as part of the documentary making process.
- **From Africa to Australia**  
SBS Online has commissioned a series of online exclusive mini-documentaries profiling the diverse stories of African migrants living in Australia which was launched online during the first FIFA World Cup to be held in Africa.
- **Creating opportunities for audience interaction**  
SBS Online plays a critical role in supporting SBS content through the addition of interactivity to engage audiences.
- **ADbc** ([www.sbs.com.au/adbc](http://www.sbs.com.au/adbc))  
The SBS Television program was reversioned into an online game that allowed online audiences to participate in an interactive quiz with over one thousand exclusive questions and with a range of different 'gameplay modes' based on the segments of the program.
- **Who Do You Think You Are** ([www.sbs.com.au/whodoyouthinkyouare](http://www.sbs.com.au/whodoyouthinkyouare))  
SBS's *Who Do You Think You Are* website contained exclusive video extras to add depth to the journeys of the famous Australians profiled in the television shows. These extras included interviews and additional information about their genealogy journeys.
- **The Nest** (<http://www.sbs.com.au/thenest>)  
Fact sheets designed to assist television audiences explore key thematics of the television series in more depth, such as 'Work/Life Balance', were commissioned exclusively for *The Nest*'s website.
- **East West 101** ([www.sbs.com.au/eastwest101](http://www.sbs.com.au/eastwest101))  
A range of exclusive video extras were commissioned to accompany the broadcast of this award-winning television show. These extras were grouped into two categories: 'behind the scenes' extras for audience members interested in the film-making process; and mini-documentaries exploring cultural issues pertinent to the series including racial, gender and religious issues.
- **Costa's Garden Odyssey** ([www.sbs.com.au/costa](http://www.sbs.com.au/costa))  
The major component of Costa's online presence was an exclusive 13 part 'mini-documentary series titled 'Backyard Revolution' which provides Australians with information about how to overhaul their gardens to make them environmentally sustainable including approaches to planting and irrigation.
- **Secrets and Lives** ([www.sbs.com.au/secretsandlives](http://www.sbs.com.au/secretsandlives))  
A 'mini-portal' was created for SBS Television's new documentary strand 'Secrets and Lives'. The website showcases extra videos and specially created questionnaires exploring the issues canvassed in each series such as alcoholism, mental illness and physical disability. The online additions for 'Disable Bodied Sailors' involved GPS trackers and a live video feed being installed on the boat for its Sydney to Hobart journey. This enabled the online audience to monitor the actual race from their desktops when the boat was in range of mobile networks as well as to submit messages to the crew via Twitter and Facebook.
- **Food programming** ([www.sbs.com.au/food](http://www.sbs.com.au/food))  
Successful growth in visitation to and usage of our online Food portal was underpinned by significant cross-platform commissioning across all of the SBS Food programs including *Gourmet Farmer*, *Italian Food Safari*, *Luke Nguyen's Vietnam*, *My Family Feast* and *Tetsuya's Pursuit of Excellence*.
- **Santo, Sam & Ed's Cup Fever**  
As part of a strategy to raise World Cup audiences' awareness of our year round online football offering *The World Game*, SBS Online commissioned a Facebook site to be developed to accompany this television series which was broadcast during the 2010 FIFA World Cup. The site was a run-away success, with over 32,000 fans signing up to receive the daily updates on the show including exclusive online content.
- **SBS Radio - in-language websites**  
The newly launched SBS podcast site and 68 language sites have widened SBS's online audio content offering, providing a 24/7 catch-up of all the rich and diverse language content from SBS Radio, available to audiences at a time that suits them.

## Stimulate audience interest in SBS services

- Understand and anticipate audience interest across all SBS services.
- Communicate SBS's range and depth of services to audiences.
- Express a powerful, clear, dynamic brand position for SBS.

## Performance

### Growth in market share and reach

#### Audience share

Total audience share for SBS ONE and SBS TWO was 6.4 per cent in 2009, performing above 2008 and on par with the last time SBS broadcast the Ashes (2005).

#### Audience Share<sup>1</sup>

Year	Audience Share (%)	Significant events
2006	5.8	World Cup
2007	6.0	
2008	6.2	
2009 <sup>2</sup>	6.4	Ashes

1 OzTAM – Free-to-air Share, 5 Capital Cities, People 16+, 6pm-midnight.

2 SBS TWO share included from June 2009.

#### Average weekly reach

In 2009 SBS ONE and TWO reached 5.43 million people on average each week in the five capital cities and 2.64 million people on average each week in regional areas.

#### Average Weekly Reach – Total People (000s) / Sun-Sat / 24 Hrs

Year	5 Capital Cities	Regional
2006	5,438	2,666
2007	5,307	2,646
2008	5,445	2,632
2009	5,431	2,643

Source: OzTAM – 5 City Metro; RegTAM – Aggregated Markets. Total individuals incl guests, 5 min consecutive reach.

#### Markets – average weekly reach

##### Five Capital Cities – Average Weekly Reach – Total People (000s) / Sun-Sat / 24 Hrs

	2006	2007	2008	2009
Sydney	1,692	1,595	1,690	1,628
Melbourne	1,627	1,637	1,633	1,641
Brisbane	972	929	980	1,006
Adelaide	536	536	545	537
Perth	611	611	598	619
<b>Total</b>	<b>5,438</b>	<b>5,307</b>	<b>5,445</b>	<b>5,431</b>

Source: OzTAM – 5 City Metro; Total individuals incl guests, 5 min consecutive reach.

##### Regional Areas – Average Weekly Reach – Total People (000s) / Sun-Sat / 24 Hrs

	2006	2007	2008	2009
New South Wales	1,350	1,332	1,302	1,306
Victoria	497	464	460	462
Queensland	622	643	650	658
Tasmania	197	208	221	216
<b>Total</b>	<b>2,666</b>	<b>2,646</b>	<b>2,632</b>	<b>2,643</b>

Source: RegTAM – Aggregated Markets – Total individuals incl guests, 5 min consecutive reach.

#### Key demographics – average weekly reach

##### Five Capital Cities – Total Reach (000s) / Sun-Sat / 24 Hrs

	2006	2007	2008	2009
<b>Total People</b>	<b>5,438</b>	<b>5,307</b>	<b>5,445</b>	<b>5,431</b>
People 0-17	642	616	669	631
People 0-39	2,373	2,248	2,309	2,221
People 40+	3,067	3,062	3,138	3,212
Men 18-39	945	897	880	865
Men 40-54	691	670	722	744
Men 55+	885	884	893	947
Men 18+	2,520	2,450	2,494	2,555
Women 18-39	786	736	761	725
Women 40-54	610	611	646	624
Women 55+	882	896	877	897
Women 18+	2,277	2,242	2,283	2,246

Source: OzTAM – 5 City Metro – 5 min consecutive reach.

#### Regional Areas – Total Reach (000s) / Sun-Sat / 24 Hrs

	2006	2007	2008	2009
Total People	2,666	2,646	2,632	2,643
People 0-17	365	350	334	311
People 0-39	1,059	1,028	990	966
People 40+	1,608	1,620	1,644	1,678
Men 18-39	371	376	344	354
Men 40-54	345	335	350	354
Men 55+	480	492	484	503
Men 18+	1,195	1,181	1,177	1,211
Women 18-39	321	320	312	301
Women 40-54	301	301	302	305
Women 55+	482	493	508	516
Women 18+	1,105	1,114	1,122	1,121

Source: RegTAM – Aggregated Markets – 5 min consecutive reach.

#### Viewing by ethnicity

##### SBS ONE – Proportion of Population Reached<sup>1</sup>

5 Capital Cities	2006	2007	2008	2009
People born overseas in a non-English speaking country	53%	48%	50%	47%
People born in Australia or in an overseas English speaking country	38%	37%	37%	36%
Total people	39%	38%	38%	37%
Regional Areas	2006	2007	2008	2009
People born overseas in a non-English speaking country	56%	58%	59%	54%
People born in Australia or in an overseas English speaking country	41%	40%	39%	38%
<b>Total people</b>	<b>41%</b>	<b>41%</b>	<b>40%</b>	<b>39%</b>

1 Proportion of population reached in an average week; Sun-Sat; 24 hrs.

Source: OzTAM – 5 City Metro, RegTAM – Aggregated Markets. Total individuals incl guests.

#### SBS Online

SBS Online saw significant growth in 2009/10. On average 1.2 million unique browsers visited SBS Online each month, a 50 per cent increase from 2008/09. The site delivered an average of 1.8 million video views, a 10 per cent increase from 2008/09.

#### Average monthly unique browsers, page impressions and video views

Average Monthly	2006/07	2007/08	2008/09	2009/10
Unique browsers	469,000	598,000	751,000	1,123,000
Page impressions	6,139,000	8,697,000	12,098,000	16,083,000
Video views	194,000	774,000	1,841,000	1,808,000

#### Total podcasts and video views

Average Monthly	2006/07	2007/08	2008/09	2009/10
Podcasts – audio/video	856,000	887,000	980,000	2,553,000
Video views	2,331,000	9,288,000	22,089,000	21,695,000

#### Extent to which audience research is used in internal planning

SBS regularly uses audience research to inform our planning for programming and marketing strategies. Australian Bureau of Statistics (ABS) Census data is used to inform our planning and scheduling of in-language news services on SBS Television's WorldWatch and SBS Radio.

#### Nature and range of strategies to increase awareness of SBS

##### SBS promotes its services through:

- program promotions across our Television, Radio and Online platforms;
- a marketing communications strategy based on audience segmentation research;
- advertising in external media;
- regular publicity campaigns;
- events for program launches;
- an annual showcase at Parliament House, Canberra;
- regular community consultations;
- direct communications via database and social media networks;
- search engine marketing;

- an outreach program to explore synergies with government departments and other organisations; and
- a strong brand proposition.

In the past 12 months, SBS has developed greater expertise in direct marketing, and in marketing through search engines and social media networks. SBS was the first media organisation to assign a dedicated team to social network marketing and continues to successfully experiment in this area as a cost effective new communications channel.

## How We Have Achieved This Objective

### Understanding and anticipating audience interest

SBS Marketing is responsible for planning and conducting or commissioning research to enhance our understanding of our audiences needs and interests. In the past 12 months, SBS has created a number of customised research projects to provide the organisation with deeper understanding about audience interest, including in-language audiences.

### Communicating the range and depth of our services to audiences

SBS promotes its language and cross-platform services extensively. This is most often done by television promotion as the television services attract larger audiences and enable smaller services to be cross-promoted effectively. An example of this was the active promotion of our Asian language radio and online services around Lunar New Year in January, which was delivered via television promotion.

### Promotional campaigns

With a limited marketing budget, SBS continually hones its marketing campaigns as we discover more about our audiences. In line with our approach to content, we often use innovative and creative ways to get attention. Significant campaigns during the period included promoting The Ashes, the programming that followed The Ashes, content on SBS TWO, current affairs programs *Dateline* and *Insight*, and the Tour de France.

### Direct engagement with our audiences

SBS has created new, direct communications channels to engage directly with audiences. SBS has developed a large audience database and provides communication directly to audience members centred on their particular interests.

SBS has embraced the use of social networks to engage with audiences, providing resources to develop and

maintain a strong presence on Facebook and Twitter as well as a deep engagement with specialist bloggers online.

### Expressing a powerful, clear, dynamic brand position

SBS has developed its acclaimed brand platform of "Six Billion Stories and counting..." through a new television identity, as well as directly through marketing communications. The SBS brand platform has been recognised with numerous industry and creative awards over the year.

## Make SBS available to all Australians

- Devise strategies for multi-platform delivery of SBS services.
- Maximise the use of content rights when creating, commissioning or purchasing programming.

### Performance

## Extend our digital networks and analogue radio services and maintain our analogue television services

### SBS Television services

SBS Television transmits throughout Australia using analogue and digital services (Appendices 15-16). SBS Television is also retransmitted on the cable subscription services of OptusVision and Foxtel, and the satellite subscription services of Austar and Foxtel.

#### Analogue

- 254 terrestrial transmitters provided by: Broadcast Australia (237), Imparja (15) and Watsons Technical Services (2) (excluding Mildura/ Sunraysia – switched off on 30 June 2010; includes one former self-help site).
- 444 self-help transmitters.
- Four Optus Aurora satellite services accessed by over 80,000 direct-to-home (DTH) receivers.

#### Digital

- 245 digital terrestrial transmitters provided by Broadcast Australia, which cover all capital cities and major regional centres.
- Eight self-help transmitters
- 4 digital multiplexes via the Optus D1 satellite, reaching all of Australia.
- Viewers in Victoria who live outside the coverage of the digital terrestrial network, can access SBS digital television channels through VAST (Viewer Access Satellite Television), the new satellite television service available via the Optus C1 satellite. This will expand to seven services, each covering a state, by the end of 2010.

#### 3D TV trial

SBS, with the assistance of Broadcast Australia, successfully conducted a 3D TV trial during the period 19 May to 19 July 2010. The trial was

conducted in collaboration with the Nine Network, NBN Television Ltd and WIN Corporation, with the networks sharing the licenses and existing infrastructure. The transmission was made available in Adelaide, Brisbane, Melbourne, Perth, Sydney, Newcastle and Wollongong, and in regional areas via the Optus C1 satellite. SBS successfully transmitted 15 live FIFA World Cup 2010 matches in 3D TV. These broadcasts were accessible to audiences with 3D capable digital television sets.

### SBS Radio services

SBS Radio transmits throughout Australia using analogue and digital services.

#### Analogue

SBS Radio broadcasts two analogue services each in Sydney, Melbourne, Wollongong and Canberra and one service to major regional centres, using analogue transmission services (Appendix 17).

- 15 terrestrial radio transmitters provided by Broadcast Australia.
- 111 self-help transmitters.

#### Digital Radio

Digital radio services were switched on progressively throughout June and July 2009 in Sydney, Melbourne, Brisbane, Perth and Adelaide.

From 6 August 2009 SBS commenced broadcasting on digital radio channels – providing a simulcast and time shift of all of SBS Radio's current analogue services. As a result, digital radio listeners in Adelaide, Perth and Brisbane can now listen to all of SBS Radio's programs – doubling the number of programs they can access. SBS Radio's current digital services are set out on page 32.

Two SBS Radio services are also available on SBS's digital television service and can also be accessed through the Foxtel digital satellite subscription service. A digital radio trial will commence in Canberra in July 2010. A gap filler service is also being provided to ensure good coverage in the Melbourne CBD.

### SBS transmitters

Eight new digital television and five digital radio transmitters were established in 2009/10. The roll out of SBS's analogue television services was completed in 2006/07.

	SBS Television		SBS Radio		
	Digital	Analogue	Analogue	Digital	Total
June 2007	201	254	15	-	470
June 2008	230	254	15	-	499
June 2009	237	254	15	-	506
June 2010	245	254*	15	5	519

\* Does not include Mildura/Sunraysia - switched off 30 June; includes one former self-help site.

### Self-help transmitters

Communities that do not yet receive SBS or do not receive clear broadcasts can establish their own retransmission facilities for the broadcast of SBS and other television and radio services in their area. Such services are owned and operated by local communities, mostly in regional and remote areas of Australia. SBS operates a Self Help Retransmission Subsidy Scheme to provide financial assistance to eligible communities to set up such facilities. SBS promotes the scheme to state and local governments and through promotions on SBS Television.

Between 2010 and 2013 free-to-air analogue television transmitters will be switching off, with some to be replaced with digital television transmitters. Areas which do not receive an adequate digital terrestrial television service will have access to the new VAST service. As a result, SBS is no longer able to accept new applications for self help analogue television transmitters.

One new analogue self-help transmitter was rolled out this year increasing the total number of SBS funded self-help television transmitters on air to 54. Eighteen new radio self-help transmitters were established, increasing the number on air to 111.

### Reach

#### SBS's estimated potential population reach

	SBS Television*		SBS Radio	
	Analogue	Digital	Analogue	Digital
June 2007	96.9%	95.0%	63%	-
June 2008	96.9%	96.4%	63%	-
June 2009	96.9%	96.6%	63%	-
June 2010	96.7%	96.8%	63%	52%

\* Excluding: self-help and DTH satellite services; Mildura/Sunraysia analogue service - switched off 30 June.

### Transmission and broadcast quality standards

#### Availability

Television transmission and reception information including, in many cases, maps of the coverage areas is made available on the SBS website. The website also provides information on the status and scheduled timeframe for the roll out of SBS digital services as well as details of all SBS transmission services including service status, channel and frequency.

The availability of SBS's television and radio services increased during 2009/10. SBS and Broadcast Australia (SBS's major transmission provider) achieved a total availability across all transmission networks of over 99.79 per cent.

#### Service availability\*

	SBS TV		SBS Radio	
	Analogue	Digital	Analogue	Digital
June 2007	99.75%	99.76%	99.82%	-
June 2008	99.75%	99.83%	99.91%	-
June 2009	99.64%	99.63%	99.85%	-
June 2010	99.71%	99.80%	99.86%	99.98%

\* Proportion of time each transmitter is on air during the year.

#### Fault management system

The real time fault management system operated by SBS and Broadcast Australia continues to be used to monitor faults with SBS's signals. The system ensures that transmission problems are quickly resolved. Any necessary breaks to transmission for repairs or upgrades are planned at a time of least impact for the viewers.

SBS is now able to monitor all its metropolitan services (analogue and digital) off air at its Sydney office. SBS is also able to monitor all the regional signals from the satellite.

#### Transmission feedback

SBS logs all viewer calls regarding transmission issues, and typically receives over 200 calls each month. The majority of calls usually relate to issues with viewer equipment including antennas, cabling and set top boxes, as opposed to problems with SBS's transmission services. The television transmission anomaly figure for May 2010 was 0.08 per cent, which is the lowest overall percentage since records commenced in January 2005. This figure is

based upon over 330,000 switched events per month across 12 markets.

### **Content promoted across platforms**

SBS regularly uses its own platforms, television in particular, to promote all of its services. This complements our use of social media and publicity to draw new audiences. SBS Audio and Language Content introduced a wide range of cross-platform promotion measures. The 2010 FIFA World Cup coverage was one of the most comprehensive cross promotional campaigns embarked on by SBS. During 2009/10 SBS Radio introduced a new promo-break structure to enable regular scheduled promotion of SBS Television and Online initiatives.

SBS's 'pop-up' digital radio station SBS Eurovision, featuring the hits from the last 50 years of Eurovision, promoted SBS Television and Online's extended coverage of the Eurovision Song Contest and enhanced SBS's image as the home of Eurovision in Australia.

### **Content made available over multiple platforms**

SBS has focused on ensuring we leverage the power of all of our platforms to attract new audiences and deepen the content experience for our current audiences.

SBS is nearing the end of its two year roll out of a unified network infrastructure and consolidation of content generation facilities. This includes a single high speed computer network across all elements of production, common storage platforms for any form of media regardless of delivery platform, and standardising content creation systems across all departments and sites to promote content interchange.

The FIFA 2010 World Cup was the first major project to take advantage of these strategic initiatives with material captured in SBS Television and Radio studios, manipulated and moulded in multiple departments and made ready for Television, Radio and Online presentation, all from a single disk based system. These initiatives resulted in the most multimedia rich presentation of the FIFA World Cup ever by SBS.

SBS also showcased a 3D trial of the FIFA 2010 World Cup ensuring feeds for 3D were "Cinema Ready" to promote cross-platform media coverage of matters of significant national interest in areas previously not addressed.

### **Cross-platform commissioned content**

SBS Online plays a critical role in supporting SBS Television's range of commissioned content. Rather than simply replicating the television experience, SBS's cross-platform approach includes producing exclusive content for the online experience as well as the addition of interactivity to engage audiences. Some examples of this innovation are referred to above on p. 37.

## **How We Have Achieved This Objective**

### **Devise strategies for multi-platform delivery of SBS services**

In 2009/10 SBS began development of a content strategy focused around key content genres (verticals) in which SBS has an established reputation and audience. The results of this strategy will be articulated in SBS's updated Corporate Plan (to be released in 2010/11) and will include formalised cross-divisional collaboration for the production of content in these verticals.

In News and Current Affairs, SBS upgraded its iNEWS database and introduced a streamlined layout structure to facilitate cross-divisional exchange of editorial material. New workflows were also introduced to support web publishing and the launch of the new SBS Radio website.

SBS's Technology and Distribution division is working with content creators at SBS to scope automation of delivery systems to manage delivery across multiple platforms.

### **Maximise the use of content rights when creating commissioning or purchasing programming**

SBS ensures that when acquiring or commissioning content we consider opportunities and synergies for all SBS platforms. This includes SBS Content (Television and Online), SBS Radio and SBS News and Current Affairs.

In preparation for the launch of SBS TWO in June 2009, SBS assessed its rights relating to common programming for SBS ONE and SBS TWO and updated contracts where necessary. In future, all contracts will consider cross-platform opportunities to maximise SBS's investment. One major project for the next financial year is to work with content creators to scope and build a rights management software module to internally manage content rights across multiple platforms (see below at p. 51)

## Resources



## **Goal 2**

### **Grow resources available for content and services**

**In ensuring that SBS informs, educates and entertains all Australians, SBS will grow its resources by increasing revenue, achieving efficiencies and allocating resources strategically in accordance with its Charter.**

We have set the following objectives and strategies to meet this goal.

<b>Objectives</b>	<b>Strategies</b>
Grow Government and commercial revenue	Explore Government funding opportunities in light of regulatory and industry change. Optimise commercial and other revenue opportunities that draw on SBS's unique content and services.
Increase efficiencies in all of SBS's activities	Have the right people, in the right places across the organisation. Employ processes that maximise the use of existing SBS resources.
Allocate and manage resources that support SBS's goals	Maintain the highest standards in budgetary planning and financial management. Build long-term strategies that utilise and optimise SBS's content and services.

## **Grow Government and commercial revenue**

- **Explore Government funding opportunities in light of regulatory and industry change.**
- **Optimise commercial and other revenue opportunities that draw on SBS's unique content and services.**

### **Performance**

#### **Our value recognised by increased Government funding**

In the 2010/11 Federal Budget, it was announced that SBS will receive a total appropriation of \$216.504 million. This includes a portion of the \$20 million additional funding for Australian content announced in the 2009-2012 Triennium.

#### **Growth in commercial and other revenue**

In 2009/10, SBS's commercial activities (excluding its involvement in subscription TV - see further details below) generated gross revenues of \$87.1 million. This is an increase of 35.5 per cent on 2008/09. This performance was driven by growth in all businesses as well as one-off revenue generated by the 2010 FIFA World Cup.

### **How We Have Achieved This Objective**

#### **Explore Government funding opportunities in light of regulatory and industry change**

The Australian Government considers SBS's funding every three years. SBS submitted its Triennial Funding Submission 2009-2012 to Government in October 2008. The outcome was announced in the 2009/10 Federal Budget. In recognition of our contribution to commissioning content that reflects the true, multicultural Australia, SBS received additional funding of \$20 million to invest in local content for the 2009-2012 triennium. See also under Goal 4 below.

#### **Optimise advertising sales and other revenue opportunities that draw on SBS's unique content and services**

SBS continued to grow its share of commercial revenue across all businesses in 2009/10. Our 35.5 per cent increase on 2008/09 gross revenues was driven by growth in all SBS sales businesses. To

help us strengthen our position amongst advertisers as an effective commercial destination, in 2009/10 SBS introduced an in-house Sales Team for TV and Online Sales (previously outsourced) and introduced a dedicated Client Solutions Team to develop, manage and execute cross-platform media campaigns and sponsorships for our advertising clients. In addition, the three advertising platforms of TV, Online and In Language were merged to form the SBS Sales Team.

#### **Television sales**

SBS achieved revenue growth of 38 per cent for television advertising sales, delivering \$72.3 million of gross revenue in an extremely challenging market. Key drivers of growth were the broadcast of the FIFA World Cup, and the monetisation of separate regional market advertising.

See Appendix 18 for details of SBS Television advertisers. SBS Television sponsors, and programs sponsored, are set out in Appendix 19.

#### **Online sales**

Online revenue grew 13.6 per cent, to \$2.04 million, as audiences to SBS's website, [www.sbs.com.au](http://www.sbs.com.au), grew throughout the year. The key drivers of our online revenue growth were the continued increase in the volume of traffic to the site, and the availability of cross-platform opportunities for our key properties and specialised content areas.

See Appendix 20 for details of SBS Online advertisers.

#### **Content Sales and Distribution**

SBS Content Sales and Distribution (CSD) is the consumer products and distribution arm of SBS, showcasing SBS-commissioned programming for export to markets around the world, as well as enabling products for SBS programs to be made available for sale to consumers and the educational market via Australian retailers.

CSD's gross revenue for the 2009/10 was \$6.5 million, an increase of 35 per cent on its 2008/09 results. CSD's priority for 2010/11 is to continue to expand its product portfolio and retail profiling across its consumer products range within Australia, and to increase sales, promotion and product awareness amongst content buyers for its program sales catalogue. Additionally, emphasis will be placed on expanding online and digital sales opportunities as well as other activities which extend the interaction and engagement between SBS content and the SBS audience.

#### **SBS DVDs**

SBS DVD's delivered gross revenue of \$3.514 million, a 24 per cent increase against the comparable revenue figure for 2008/09.

CSD released 53 new and re-licensed titles during the year, and more than 300,000 DVDs were sold through Australian retailers. A strong mixture of Australian content was among the best selling titles, including sales for drama, comedy and documentaries led by strong demand for the award-winning series, *Wilfred*, and the ever-popular *Food Safari*.

SBS titles were also distributed via the educational market.

#### Top selling SBS DVD titles

*Skins* (Series 3)  
*Wilfred*  
*Food Safari*  
*Skins* (Series 2)  
*Wilfred* (Series 2)  
*Skins* (Box Set)  
*James May Toy Stories*  
*The Killing*  
*Engineering Connections*  
*Italian Food Safari*

#### **SBS Content Sales**

SBS Content Sales expanded its activities with some significant sales in 2009/10. Major international sales include *First Australians* to Arte France, and *Luke Nguyen's Vietnam* to Scripps International and the Cooking Channel in the US, complementing the acquisition of many other SBS titles, with particular support for titles in the food and lifestyle category. The Australian subscription TV sector continues to acquire SBS content for broadcast on subscription channels.

#### **SBS Music**

SBS Music released 130 titles in 2009/10. A number of releases drawn from SBS programming – including *My Family Feast*, *The World Game* and *A History of Scotland* – were released and themed ranges under the Adagios, Café, Global Village and Eloquence sub-brands were expanded. SBS Music achieved revenue growth of 34 per cent over the previous year.

SBS Music also embarked on an artist development program to identify and invest in the development of artists signed to the SBS Music label.

#### **SBS Books**

SBS Books had an outstanding year with three titles that were top sellers in their categories: *Food Safari*; *Cadel Evans – Close to Flying*; and *Andre Rieu's biography My Music, My Life*. A number of other titles were released in the food category, supporting SBS's broadcast activities in this genre. SBS Books achieved revenue growth of 70 per cent over the previous year.

#### **SBS Retail**

SBS's preferred retail partners, Dymocks and JB Hi-Fi, again showcased SBS products in dedicated SBS Shop sections in their stores and via targeted promotions during the year. Dymocks again held a dedicated SBS Month in July with special promotions, in-store signage and product offers and showcased SBS's FIFA World Cup activities with window displays throughout the country. JB Hi-Fi and Dymocks achieved 28 per cent growth of SBS products on the previous year.

Visitation to the SBS Shop online has tripled since its re-launch in April 2009 and is proving to be a useful vehicle to showcase the SBS product range. A new online partner, Rebel Sports, was appointed to manage The World Game Shop and Bicycling Australia was re-appointed to manage the Cycling Central Shop.

#### **SBS In Language**

SBS In Language provides a unique service in the multicultural communications market. In addition to being an in-language production house, SBS In Language also offers advertising solutions to reach Australia's linguistically diverse communities through SBS Radio. In 2009/10, SBS In Language was merged with the TV and Online Sales Team to form the new look SBS Sales Team. This important structural move enables SBS to offer compelling cross-platform advertising and production solutions to a diverse range of community-focused businesses.

Gross revenue for the year was \$5.2 million, an increase of 2 per cent over 2008/09.

#### **SBS Radio Direct Sales**

The Radio Direct Sales team had a successful year, despite tough economic conditions for small business. Revenue in the direct business grew 35 per cent year on year. This growth offset year on year shortfalls in Government spending.

See Appendix 21 for details of SBS Radio advertisers.

During 2009/10, Radio Direct Sales participated in extensive cross training in TV and Online Sales and enjoyed considerable success in providing cross-platform advertising solutions for their clients.

## Corporate Activities

### Major investing and financing activities

SBS actively manages its finances. This involves preparation of estimates for appropriation and equity injection funding taking into account movements in the inflation parameter applicable to SBS. Cash holdings are monitored throughout the year and where funds are not immediately required for operational activities, investments are made. All investments have been made in accordance with the investing requirements of the SBS Act and the Commonwealth Authorities and Companies Act 1997.

On 1 July 2002, SBS entered into a fully amortising loan with the Commonwealth. The amount of \$24 million has a loan period of 10 years and SBS makes total annual payments of \$3.2 million.

On 1 June 2009, SBS entered into a fully amortising loan with the Commonwealth. The amount of \$15 million has a loan period of 5 years and in 2011 SBS will repay \$3.5 million.

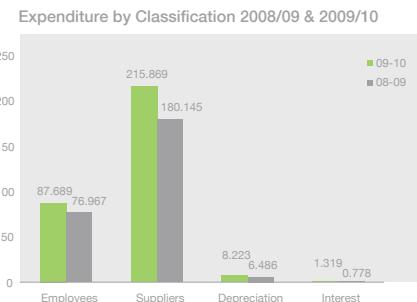
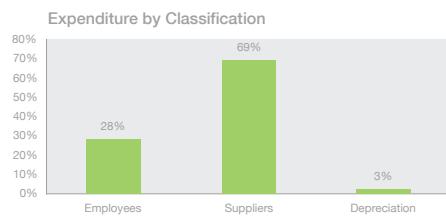
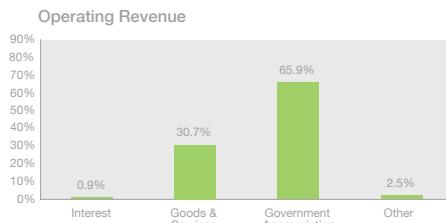
### Financial results

The Corporation and its controlled entities, MST Ltd and PAN TV Ltd, ended the 2009/10 financial year with a surplus of \$0.901 million (0.286 per cent of available resources).

The Corporation's total assets increased during the financial year from \$257.489 million to \$257.601 million.

Investments amounting to \$35.498 million at 30 June 2010 primarily relate to funds provided previously by the Government through the part sale of Telstra which have been progressively used for the analogue transmission extension program.

The level of contributed equity by Government increased from \$2.586 million to \$4.890 million. This increase reflects the funding provided for capital costs relating to digital radio.



### SBS businesses

On 4 November 2009 SBS became the sole shareholder of PAN TV, the owner and operator of the World Movies Channel on subscription television. SBS's shareholding in PAN TV is managed by MST Ltd a wholly owned subsidiary of SBS formed for the purpose of establishing and participating in the provision of subscription television services. In April 2010 SBS launched a second subscription television channel STVDIO, which also operates under PAN TV.

MST Ltd and PAN TV contributed \$0.581 million to SBS's consolidated results in 2009/10.

On 20 March 2009 SBS formed, with the ABC, the National DAB Licence Company Ltd. The company was formed in order to obtain a category 3 digital radio multiplex transmitter licence as provided for by section 102E of the Radiocommunications Act 1992. SBS and the ABC are the only shareholders in the company.

## Increase efficiencies in all of SBS's activities

- **Have the right people, in the right places across the organisation.**
- **Employ processes that maximise the use of existing SBS resources.**

performance management program – MyCareer@ SBS – is progressing for Human Resources, Sales, Audio and Language Content and Marketing, Legal, Strategy and Communications, Corporate Services, TV and Online Content and Finance transition planning is well underway.

- Internal service surveys to be conducted by Finance and divisions reporting to the Chief Operating Officer.
- A range of OHS initiatives in all SBS locations.
- Accommodation survey completed.
- SBS Sydney café review completed and next steps initiated.

## Performance

### SBS optimises internal workflows, increasing agility and responsiveness

Strategies undertaken or implemented this year to increase efficiencies in internal workflows and our agility and responsiveness included:

- Workflow automation in invoice/order loading and validation from CSD.
- Selection and implementation of Salesforce.com Customer Relationship Management application.
- Completion of the digital upgrade for the news, current affairs and sports teams.
- Introduction of a Network Manager for Audio and Language Content.

### Program of continual improvement undertaken

#### Employee Opinion Survey (EOS) Action Plan

SBS's EOS Action Plan was developed in response to employees' identification of what impacts them most in performing their work at SBS. Specific actions to improve the working conditions at SBS were implemented organisation wide and at divisional and work group level. Actions, which were reported on, were many and varied and included:

- Internal communications strategy under development and a specific Managing Director employee engagement plan implemented.
- Induction available fortnightly in Sydney and monthly in Melbourne.
- Duty statements now include the SBS values and revised occupational health and safety (OHS) criteria.
- 15 courses linked to SBS values behaviours are available for employees.
- Transition to a new development and

### Technology and Distribution

A number of technology projects in 2009/10 have resulted in improved performance or workflows for teams across SBS. Projects in 2009/10 include:

- Shifting the Radio Direct Sales team into the existing Pilat Media IBMS (the integrated broadcast management system used by SBS).
- A series of computer network upgrades across SBS's Sydney headquarters.
- Consolidation of multiple broadcast infrastructures into a single infrastructure across all media.

### Optimal level of overheads as a percentage of total expense achieved

SBS regularly conducts benchmarking exercises to ensure that it is meeting industry standards. In 2009/10 the percentage of SBS's total budget spent on administrative overheads was 10 per cent. This is a slight reduction on the previous year and reflects the concerted effort that is made to minimise the funds spent on administrative overheads.

## How We Have Achieved This Objective

### Have the right people, in the right places across the organisation

#### Roles reflecting reality

SBS considers it paramount that as technology and processes change, so do people's job descriptions. Job descriptions and selection criteria were reviewed and updated for all Audio and Language Content language groups in 2009/10. The previous job descriptions had remained unchanged since they

were first introduced in 1992 and had become outdated as a result of changed technologies and work practices.

Job descriptions and selection criteria for all SBS jobs are being progressively reviewed as the new performance management framework MyCareer@SBS is implemented across the Corporation. The new job descriptions and selection criteria will assist SBS to recruit employees with the skills, knowledge and values that are required for the business. The new selection documents are also the foundation for the work expectations and development plans for SBS employees under the MyCareer@SBS framework.

A number of divisions have successfully completed the transition to MyCareer@SBS and this has highlighted the value and importance of tools, processes and skills needed to build a results and service oriented culture. At each MyCareer@SBS step there is a review of essential people management and performance tools and expectations which then inform and ensure that SBS has the right people in the right place at the right time.

The merger of Engineering Services and the Infrastructure components of IT into a single Broadcast Engineering Group recognises convergence in the media industry and equips SBS to better deliver a single technology platform for media sharing and content creation across current and future distribution channels. The success of this merger has been reflected in the increased cross-platform capabilities of SBS witnessed during the 2010 FIFA World Cup and with the implementation of new Quantel-based content production systems.

#### **SBS Subtitling Unit**

In 2009/10 SBS requested Deloitte Consulting to conduct a review of its internal Subtitling Unit. The review found there was significant overcapacity in many of the staffed languages at SBS. SBS resolved to retain a significant, albeit reduced, Subtitling Unit. With the largest levels of in-language content being shown on SBS Television in its history, it is important that SBS retains flexibility in relation to its subtitling requirements to meet fluctuating need for various languages.

#### **Employ processes that maximise the use of existing SBS resources**

##### **PAN TV**

As part of SBS's acquisition of PAN TV (see p. 48) and the launch of STVDIO, a number of measures have been taken to reduce duplication and maximise the synergies between SBS's free-to-air and subscription television properties. These include

rolling the subscription channel operations into existing payroll, financial and program scheduling systems.

The expansion of SBS's subscription channel interests significantly increased the need for timely rights information and rights management. SBS continued to work in partnership with Pilat Media and other international broadcasters including TVNZ to develop an Advanced Rights Management Module. This innovative rights project will realise an internationally standardised rights management system for media organisations. The next phase will deliver an integrated rights management and licensing system for SBS.

##### **Multi-skilling**

Technology and Distribution introduced cross-departmental job training to provide greater insights to the requirements of other parts of the production chain.

##### **Ensuring equity and efficiency**

During 2009/10 Human Resources partnered with Audio and Language Content to develop and implement a new benchmark to determine the number of hours required to prepare and present language programs at SBS. The new benchmark replaced the SBS Radio staffing formula that had been in place since the early 1990s. The benchmark provided for a more equitable and efficient distribution of staffing hours across the 68 Audio and Language Content language groups.

Rostering practices were changed in Broadcast Operations to ensure a more efficient use of staff and to eliminate the need for backfilling and freelance staff. Human Resources has also partnered with Technology and Distribution, News and Current Affairs and Television and Online Content to review work practices, roles and responsibilities and assist with implementing change in those divisions.

## Allocate and manage resources that support SBS's goals

- Maintain the highest standards in budgetary and financial management.
- Build long-term strategies that utilise and optimise SBS's content and services.

payroll functions of PAN TV into the SBS Integrated Financial Management System and the CHRIS Human Resources Management System.

## Build long-term strategies that utilise and optimise SBS's content and services

In 2009/10 SBS set up a disaster recovery site to ensure continued transmission of its television services in the case of a temporary or prolonged technical outage. The site is tested monthly.

SBS Legal appointed a Rights and Licensing System Manager to assist with the development of SBS and PAN TV's rights management systems and the ongoing implementation of the IBMS Advanced Rights Management Module.

By standardising rights management processes and systems infrastructure, SBS will better manage the acquisition and exploitation of content and also leverage our current systems and business processes. From late 2010 SBS will be well positioned to exploit more of its content including valuable archives worldwide.

## Performance

### Resources are optimally allocated to new opportunities

SBS undertook a review of prospective investments aimed at enhancing our ability to meet our long-term objectives. Business case proposals were submitted from managers across SBS and assessed as part of our annual full-year budgeting process. Prospective investments were prioritised alongside current projects to determine the optimal use of SBS resources.

### Divisional budgets are met

In 2009/10 all divisional budgets were met.

### Content and services resources increase as a percentage of total expense

Resources for content and production were able to be supplemented by increasing commercial revenue in 2009/10.

### Successful implementation of long-term strategic planning which is reviewed annually

A review of SBS's Strategic Plan – which provides a link between the SBS Corporate Plan and the practicalities faced by SBS – was undertaken early in the year culminating in the development of a five year vision for SBS's Television, Radio and Online services. This will result in the release of an updated Corporate Plan in the early stages of 2010/11.

## How We Have Achieved This Objective

### Maintain the highest standards in budgetary planning and financial management

A major budgetary planning initiative was the successful integration of the financial accounts and

## Organisation

---



## **Goal 3** **Perform as an agile and creative organisation**

**In reflecting the changing nature of society and the wider media environment, SBS will create an organisation with a positive culture, that acts as a model for modern public broadcasting and has high standards of internal management.**

We have set the following objectives and strategies to meet this goal.

<b>Objectives</b>	<b>Strategies</b>
Foster a positive culture	Instil SBS's purpose, values and brand engagement throughout the organisation. Build work environments that allow for innovation and promote creativity. Encourage open and honest communication that build cross and intra-divisional cooperation.
Be a model for modern public broadcasting	SBS uses unique attributes to establish leadership positions. Learn from world-leading public and commercial broadcasters. Develop an appropriate balance between internal resourcing and outsourcing.
Develop high standards in governance and performance management	Exhibit best practice in corporate governance. Meaningfully cascade SBS's goals throughout the organisation. Recognise good performance, responsibility and commitment.

## Foster a positive culture

- **Instil SBS's purpose, values and brand engagement throughout the organisation.**
- **Build work environments that allow for innovation and promote creativity.**
- **Encourage open and honest communication that build cross and intra-divisional cooperation.**

## Performance

### SBS's purpose and values are communicated and understood by staff at all levels

SBS's purpose and values are an integral part of the Corporate Plan 2007–2012. They articulate who we are, what we focus on, what we do, how we do it, for whom, and how we engage with one another. The focus this year has been to integrate SBS's purpose and values into fundamental people and performance processes such as induction, recruitment and selection, management development approaches, performance reviews and reward and recognition.

In addition, the first goal of the EOS Action Plan is to ensure that: "Our vision and values are understood by all at SBS and serve to drive and unify how and what we deliver to our diverse stakeholders". In practice this has meant:

- Implementing MyCareer@SBS as the tool to manage and support work performance and career development.
- Finalising values-based behaviour expectations.
- Providing a comprehensive and structured 'Welcome to SBS' for all new starters during their first three months.

### Staff know and can articulate SBS's brand proposition

Achieved through a staff launch in May 2007 of the new brand, internal communications around the launch of SBS TWO and continuing staff engagement activities.

### SBS actively encourages innovation and creativity

SBS builds and facilitates a physical, technological and cultural environment that fosters innovation and creativity by breaking down barriers to better communication and cooperation; giving staff better

tools to utilise the in-house skills we have as a media organisation and encourages a creative approach to organisational solutions.

### Communication across the organisation is effective and is shaped by SBS's values

Transparent and open communication between SBS employees is being assisted through a range of measures:

- Improved induction process.
- New employee intranet.
- Regular corporation-wide briefing sessions.
- The introduction of the EOS and regular communication about actions arising out of it.

### SBS divisions successfully engage in collaborative activities

Successful collaborative activities during the year were:

- SBS continued its cooperative approach to content creation, maximising the opportunities presented by key events during the year such as sports events – Tour de France and FIFA World Cup 2010 – and major newsworthy events to provide cross-platform coverage.
- Technology and Distribution established a temporary FIFA World Cup 2010 Project Manager. This person was the interface between Technology and Distribution and other departments across the organisation that had involvement with the FIFA World Cup 2010. The Project Manager's brief was to collect all of the technical requirements, collate a reverse brief that was agreed by all and develop a work plan and standard operating procedures to ensure the technology and human resourcing requirements were delivered.

## How We Have Achieved This Objective

### Instil SBS's purpose, values and brand engagement throughout the organisation

#### EOS action plans

SBS has continued to implement its action plan which responded to the findings of its EOS which was conducted in February 2009.

Part one of the action plan comprises four goals applicable to all across SBS:

- Goal 1:** Our vision and values are understood by all at SBS and serve to drive and unify how and what we deliver to our diverse stakeholders.
- Goal 2:** Create and implement a framework for all employees that enables and recognises work performance and career development.
- Goal 3:** Intra-SBS coordination and communication is improved.
- Goal 4:** Employees identify the SBS environment as a good one to work in.

The second part of the plan allows for the inclusion of divisional or work area or team goals developed to address specific issues identified in the survey. Quarterly reviews of each division's progress on their action plan are conducted, and updates provided to the Executive.

#### **SBS brand engagement**

The new SBS brand, refreshed logo and our tagline "Six Billion Stories and counting ...", continue to play a central role in all staff activities at SBS. SBS Human Resources utilises story telling devices to reflect the new brand expression when designing learning initiatives, such as the SBS induction program 'Welcome: Your SBS story starts now'.

#### **Other strategies**

SBS's leadership and executive development days have this year focused on developing and understanding behaviour aligned with the SBS values that contribute to better performance.

One of the purposes of MyCareer@SBS is to support employees to actively participate in the process of aligning SBS's goals with the activities of work teams and employees, engage in two-way feedback on performance, be recognised and rewarded for effort, and to have access to improved development and career opportunities.

#### **Build work environments that allow for innovation and promote creativity**

SBS has at its core a commitment to innovation and creativity. Across all of its platforms SBS provides a means to showcase Australia's creative talents. This commitment also extends to our workplace and workforce. In 2009/10 an upgrade of SBS's News and Current Affairs facilities was completed resulting in a state of the art facility for SBS's News and Current Affairs and Sports teams.

#### **Staff content initiatives**

##### **Audio and Language Content**

To improve output, create award-winning work and demonstrate a commitment to SBS's audiences, Audio and Language Content launched The Quarterly Commission, a competitive pitching process for SBS

staff that provides support and funding for one high quality feature/documentary production every quarter. The first Quarterly Commission was awarded to Punjabi Executive Producer Manpreet Singh for her groundbreaking coverage of the Pooran Singh story.

##### **SBS Television and Online Content**

In order to develop the creative potential within SBS, SBS Television and Online Content conducted a staff pitching competition. Staff were invited to submit their idea for a program that was unique and engaging, and reflected the SBS Charter. Five proposals were selected to be presented in a live pitch, and the winning entry was submitted to the editorial committee for consideration.

##### **Environment**

SBS undertakes periodic upgrades of its building facilities to ensure a safe and modern work environment. These facility upgrades help create a more open work space to improve communication and collaboration between teams and divisions. In 2009/10 a dedicated Project Manager for Corporate Services and Facilities was appointed to ensure the smooth running of any building upgrades across SBS's facilities in Sydney, Melbourne and Canberra.

##### **Technology**

Technology upgrades can assist in facilitating better communication between staff and divisions, promoting innovation and creativity in problem solving. In 2009/10 News and Current Affairs, and Sport commenced working on a new non-linear production system. This new non-linear production system incorporates tapeless electronic newsgathering cameras, ingest, desktop editing, production editing, audio production, studio playout and archiving.

This project will deliver a completely tapeless workflow from camera acquisition through production to playout across 12 markets by fully integrating the new production system with SBS's new presentation and playout system. The non-linear program material will be stored for future use using the latest in digital archiving technology. This system will integrate with other production areas of our business including: Online, Graphics, Promos, Radio and the Program Preparation Unit.

##### **Culture**

The nature of SBS's work means many of our staff are creative by nature and respond positively to messages delivered in innovative ways. SBS regularly hosts staff functions to celebrate important milestones or events such as the Tour de France, 2010 FIFA World Cup, our Reconciliation Action Plan or broadcast of content. SBS uses our talented promotions department within our Marketing team to produce audio-visual materials to accompany these events; that material is then made available via the intranet to all staff. SBS also tries to ensure regular updates about staff initiatives are presented in an attractive and engaging way using our brand to help engage staff.

## Health and Wellbeing

SBs has introduced a Wellbeing program as part of Human Resources' actions to contribute towards the achievement of EOS Goal 4 (Employees identify the SBS environment as a good one to work in), specifically to 'Incorporate Health and Wellness into the culture'.

Other benefits for employers of these types of programs include:

- Improved productivity
- Reduced absenteeism
- Reduced staff turnover
- Improved corporate image
- Improved staff morale
- Increased attendance
- Reduced workplace injuries

### Health Checks

The first Wellbeing initiative was an opportunity for those interested to have a confidential 20 minute health check conducted by an independent health professional on site to assess:

- Body Mass Index
- Blood Pressure
- Body Fat Percentage
- Hydration Levels
- Blood Cholesterol Level
- Blood Glucose (Sugar) Level
- Waist Measurement
- Resting Heart Rate

### Employee Assistance Program

The next Wellbeing initiative was to introduce an Employee Assistance Program (EAP), providing direct and confidential access to professional counselling services for SBS employees and their immediate families. Following a selection process, SBS engaged Assure Programs to provide this service.

The service commenced on 1 June 2010, with an e-launch, which will be supplemented by staff and management awareness session in July and August 2010.

### Encourage open and honest communication that builds cross and intra-divisional cooperation

## Induction

In line with our corporate values, SBS has developed a comprehensive induction program and framework for new starters. Irrespective of an individual's employment status or location, SBS believes that, when well structured and implemented, induction is an effective motivator and performance resource for staff.

SBs induction is compulsory and has been developed to consider the needs of each new starter and the needs of the manager whilst meeting

compliance obligations and integrating individuals into the culture of SBS.

Induction training for new starters has been revised and now includes Day 1, Checklists and a revised three month induction. OHS has been included in induction and a majority of employees have completed OHS Essentials training, and 125 managers and supervisors have completed OHS training relevant to their role.

## Employee Opinion Survey

In response to the 2009 results of SBS's inaugural EOS, an SBS-wide action-plan was developed which is currently being implemented. In addition to implementing the EOS goals and related actions, each division will work on their own EOS actions in response to their specific survey results. Such actions will cascade through the division and accountabilities will be identified and included in a work group and/or individual work plans.

The SBS-wide EOS goals and divisional-specific EOS goals and actions will be reflected in the divisional planning process. Each divisional plan will include the standard objective of quarterly assessment on development, implementation and progress of each divisional EOS action plan that incorporates the SBS-wide EOS goals and division-specific actions.

## SBS purpose and values

The SBS purpose and values statement continued to provide a focus for staff engagement. In respect of staff engagement SBS's values statement encourages collaboration and openness, professionalism and responsiveness and honesty, respect and fairness.

## Managing Director and employee engagement

As part of the initial stages of development of an internal communications strategy for SBS, a comprehensive employee engagement plan for the Managing Director was developed and implemented. Channels include regular informal briefings with staff and a fortnightly recorded video newsletter. The Managing Director also conducts more formal all staff briefings on a regular basis to communicate important information and invite feedback from SBS staff.

## SBS Sessions

SBS organises regular lunchtime talks and preview screenings for staff, known as the SBS Sessions, to communicate information about SBS content and other relevant information. SBS Sessions are also used to educate staff about the work of other divisions. To ensure a wide range of topical speakers and interesting content, staff are encouraged to submit ideas.

## Be a model for modern public broadcasting

- **SBS uses unique attributes to establish leadership positions.**
- **Learn from world-leading public and commercial broadcasters.**
- **Develop an appropriate balance between internal resourcing and outsourcing.**

news and current affairs, sport and multilingual radio content ensures the efficient and effective delivery of quality programs on a daily or weekly basis to our high standards and unique requirements.

### How We Have Achieved This Objective

#### **SBS uses unique attributes to establish leadership positions**

##### **Contributing to the media sector and social cohesion**

###### **Contributing to industry knowledge**

SBS Managing Director, Shaun Brown, delivered speeches to the following conferences:

- FECCA Annual Conference 2009
- New Zealand School of Broadcasting 25<sup>th</sup> Anniversary 2009
- OzAsia Symposium 2009
- Murdoch University Racism and the Media conference 2010
- Australian Broadcasting Summit 2010

SBS Sport journalist and commentator, Les Murray, was re-elected as chairman of the Asia-Pacific Broadcasting Union (ABU) Sports Group for his fourth three-year term. The ABU Sports Group is a professional body which represents 55 countries and over 200 organisations.

The SBS Ombudsman was elected Vice President of the Organization of News Ombudsmen, an international body of media company based self regulators.

SBS Legal participated on panels and presented papers at a range of conferences including:

- Classifiers Forum, Media Classifiers Association of Australia: Chairperson
- Australian Corporate Lawyers Association (ACLA) Government Lawyers Conference 2009: Keynote Speaker – 'Risk management under the CAC Act'
- SPAA Fringe 2009: Panel discussion of the making of *Salam Café*, Australia's first Muslim panel comedy show.
- Melbourne University Cultural Collections, Creators and Copyright Conference 2009: Presentation on copyright reform to unlock broadcaster and other key cultural archives.
- 16<sup>th</sup> ABU Copyright Committee Meeting and Seminar 2010: Anna Ward elected Vice-Chairperson of the ABU Copyright Committee;

## Performance

### **SBS is recognised as a major contributor to the media sector and social cohesion**

SBS regularly shares its expertise and contributes to industry thinking at conferences and symposiums. SBS also commissions and shares research on important social issues.

### **SBS evaluates and learns from best practice broadcasting models**

SBS has a commitment to participating in domestic and international industry groups and forums to ensure we remain a model public broadcaster. This includes participation in advisory groups related to digital switchover, policy forums relating to regulation of the media industry and industry bodies relating to transmission or content creation.

### **SBS regularly explores outsourcing activities**

To ensure the best value for money and organisational outcomes, SBS regularly considers outsourced solutions. Where appropriate and desirable, in-sourced solutions are put in place. For instance, SBS outsources all of its locally produced content apart from news, current affairs and sport, but recently used an external company to help us build a new presentation and playout system.

### **Improved performance is generated by mix of in-house and outsourced activities**

SBS's performance in delivering unique and relevant content to all Australians continues to improve. Our audience share this year delivered the best result so far (outside of those years in which significant events were broadcast). Our model of outsourcing our local content – comedy, drama, documentary and entertainment – allows us to draw from a wide range of talent and ideas. Our in-house production of

chairperson for the panel session on Intellectual Property Rights in Sports.

- Cable and Satellite Broadcasting Association of Asia (CASBAA) Event 2009.

#### **SBS and multilingual health initiatives**

SBS continued its partnerships with the NSW Department of Ageing, Disability and Home Care (Homereach), Multicultural Mental Health and the National Prescribing Service to deliver multilingual information on health and wellbeing issues during 2009/10. Topical programming on health related issues was broadcast in 20 languages including: Arabic, Cantonese, Croatian, Dari, Farsi, Greek, Italian, Khmer, Mandarin, Spanish and Vietnamese. Audio downloads and podcasts were also made available on the SBS website.

#### **Reconciliation Action Plan**

SBS's second Reconciliation Action Plan (RAP) was published in June 2010. This followed the successful implementation of a number of measures as a result of SBS's inaugural RAP in 2008/09. The RAP is the responsibility of a volunteer staff committee consisting of 27 staff members including Aboriginal and Torres Strait Islander employees, representatives from across the organisation and senior management. The Committee meets on a quarterly basis with sub-committees coordinating specific RAP actions.

In 2009/10 the RAP Committee was reformed with its first task to consider what actions would be useful and relevant for SBS to pursue in its next RAP, taking into account the achievements and obstacles of our first RAP.

In developing these actions the RAP Committee determined that SBS could better realise its potential by taking a long-term approach and embedding our actions under the following three overarching objectives which encapsulate what SBS is uniquely positioned to offer to the reconciliation process.

**Lead:** be a reconciliation leader in the media, entertainment and advertising industries – by developing mutually beneficial relationships, including Aboriginal and Torres Strait Islander organisations to offer support and to consult with and provide opportunities to promote Aboriginal and Torres Strait Islander cultures, communities and activities.

**Build:** build our capacity to learn from and serve Aboriginal and Torres Strait Islander peoples and ensure reconciliation is in our corporate culture – by developing cultural awareness to encourage recognition and respect of Aboriginal and Torres Strait Islander cultures; securing internal budget resources; adapting our business systems to provide

more opportunity for Aboriginal and Torres Strait Islander businesses to compete for SBS business, and for businesses that have RAPs to be considered as preferred suppliers.

**Output:** provide a consistent volume and quality of content on our platforms – creating opportunities for the broadcast of stories about Aboriginal and Torres Strait Islander communities in Aboriginal and Torres Strait Islander languages across all platforms and showing respect by carrying an acknowledgement of country on SBS productions and SBS-commissioned content where relevant.

#### **SBS Indigenous Mentorship Award**

SBS has continued with its Indigenous Mentorship Award as part of its RAP, inviting applications for the career-enhancing award that provides support, guidance and opportunities to emerging Indigenous talent in the Australian film and television industry. The winner will receive sponsorship to travel to local and international festivals, conferences or markets, mentorship from experienced SBS Television executives as well as legal advice.

#### **Supporting the media industry through education and training services**

SBS offers a range of educational and training services that supports the broadcasting industry in Australia.

#### **SBS News and Current Affairs**

##### **Journalism cadetships**

SBS News and Current Affairs offers journalism cadetships each year, one of which is offered to an Indigenous Australian. Each cadetship involves a year of formal and on-the-job training. Due to budgetary pressures, SBS had a reduced intake of journalism cadets in 2009/10. This year there was one general cadet and one Indigenous cadet. It is projected that three cadets will be recruited in 2010/11.

##### **Journalism work experience**

SBS News and Current Affairs offers 20–30 work experience placements each year to students of tertiary level communications, journalism and media degrees.

#### **SBS Legal**

SBS Legal's highly successful mentoring program for Indigenous law undergraduates continued with the fourth Indigenous law student participating in the program completing his degree during the year. The mentoring program allows the student to gain experience in media and entertainment law while working part-time with SBS Legal.

### Technology and Distribution

SBS offers Broadcast Operations Internship programs in collaboration with Charles Sturt University and the University of Western Sydney.

### Learn from world-leading public and commercial broadcasters

#### Industry participation

##### SBS News and Current Affairs

SBS is a member of the Walkley Foundation which recognises outstanding Australian journalism. SBS sponsors the Coverage of Indigenous Affairs category in the annual Walkley awards.

##### Technology and Distribution

SBS is part of the Digital Switchover Taskforce's Industry Advisory Group which provides support and advice to the Australian Government's plans for digital switchover.

The Manager Broadcast Engineering in SBS Technology and Distribution is a member of the Board of the Australian section of the Society of Motion Picture and Television Engineers (SMPTE), ensuring that SBS has an influence in future broadcast technologies both locally and internationally.

#### Industry events

Representatives from SBS attended the following major industry events.

##### SBS Content (Television and Online)

- LA Screenings 2010
- MIPTV 2010
- MIPCOM 2009
- International Public Television Conference (INPUT) 2010
- Australian International Documentary Conference (AIDC) 2010
- Screen Producers of Australia (SPAA) Conference 2009
- Screenworks Life's a Pitch 2009
- Sheffield Doc/Fest 2009
- Manchester Media Festival 2009
- World Congress of Science and Factual Producers 2009
- SPAA Fringe 2010
- Legalwise Seminars Film and Television Law 2010
- RomaFictionFest 2009
- Sunnyside of the Doc 2009
- C21 Formats LabLive 2009
- AIMIA/AWG - Digital Media Seminar
- AIMIA Commercialising Video Seminar 2009

- Criterion - User Experience Conference
- Movie Convention 2009
- ABU Sports Group Conference 2009
- Sportel 2010
- FIFA World Cup 2010

##### SBS News and Current Affairs

- UNESCO Conference on Climate-Change and Media 2009
- The Future of Journalism in the Social Media Age 2009
- Journalist Educators Association Conference 2009
- Commonwealth Broadcasting Association Conference 2010
- UNESCO World Press Freedom Day Indigenous Voices 2010

##### Technology and Distribution

- ABU Technical Meetings and General Assembly 2009
- ABU Digital Symposium 2010
- Broadcast Asia 2010
- NAB (National Association of Broadcasters) Show 2010
- IBC (International Broadcasting Conference) 2009

##### SBS Human Resources

- Television industry HR roundtable: a forum of HR representatives from the Australian television industry.
- Commercial Radio Australia HR Group: a forum of HR representatives from the Australian radio industry.

##### SBS Strategy and Communications

- Australian Subscription Television & Radio Association (ASTRA) Conference 2010
- Australian Broadcasting Summit 2010
- European Broadcasting Conference 2009
- Garma Festival Reconciliation Australia Women's Program 2009
- Network Insight: The NBN and TV 2009; Broadcasting and Broadband Forum 2009; Communications Policy and Research Forum.
- International Institute of Communications (IIC) Annual Conference 2009
- Precarious Citizenship Dinner
- SPAA Conference 2009
- Sydney Institute Dinner 2010

#### **SBS Legal**

- Cultural and Religious Freedom Under a Bill of Rights 2009
- 5<sup>th</sup> Annual Public Sector In House Counsel Conference 2009
- Reimagining Copyright for the 21<sup>st</sup> Century 2010
- Film and Television Law 2009
- ACLA Government Lawyers Conference 2009
- Media Law Resource Centre London Conference 2009
- 14<sup>th</sup> Biennial Copyright Law and Practice Symposium 2009
- Centre for Media and Communications Law Privacy Seminar 2009
- SPAAC Conference 2009
- The Future of Content – What the NBN Really Means 2009
- Sports Broadcasting Summit 2010
- Meeting the New Challenges Faced by In House Counsel 2010
- Authorship, Anthems & Authorisations: A Legal and Economic Review of the Copyright Triptych 2010
- Secrecy, Security and the Media 2010
- 16<sup>th</sup> ABU Copyright Committee Meeting & Seminar 2010
- Contract Law for Major Projects 2010

#### **SBS Ombudsman**

- Asia Pacific Broadcasting Conference 2009
- Organization of News Ombudsmen Conference 2010
- Asia Pacific Media Summit 2010

#### Industry memberships

SBS is a member of the following industry organisations:

- Asia Pacific Broadcasting Union (ABU)
- Australian Corporate Lawyers Association
- Australian Market and Social Research Society
- Commonwealth Broadcasting Association (CBA)
- Communications and Media Law Association (CMLA)
- The Communications Council – Multicultural Forum
- European Broadcasting Union (EBU)
- Free TV Australia – Associate Member
- Freeview
- International Institute of Communications (IIC)

- Law Council of Australia
- Law Society of NSW
- Media Law Resource Center
- Organization of News Ombudsmen (ONO)
- Public Broadcasters International (PBI)
- The Walkley Foundation
- World Forum for Digital Audio Broadcasting (World DAB)

#### **Develop an appropriate balance between internal resourcing and outsourcing**

SBS continues to consider both in-house and outsourced solutions when making major investments or organisational change to ensure the most efficient and cost effective solutions are put in place.

## Develop high standards in governance and performance management

- Exhibit best practice in corporate governance.
- Meaningfully cascade SBS's goals throughout the organisation.
- Recognise good performance, responsibility and commitment.

### Performance

#### SBS's goals are acted on in the organisation and individuals are recognised for their contribution

SBS commenced the introduction of a new performance management framework – MyCareer@SBS – over the life of the 2008 three year certified agreement which will support employees to actively participate in the process of aligning SBS's goals with the activities of work teams and employees, two-way feedback on performance, recognition and reward for effort, and improved development and career opportunities.

#### SBS is regarded as an employer of choice

In response to the SBS EOS results, an SBS-wide action plan is currently being implemented to meet the following goals which were identified:

**Goal 1:** Our vision and values are understood by all at SBS and serve to drive and unify how and what we deliver to our diverse stakeholders.

**Goal 2:** Create and implement a framework for all employees that enables and recognises work performance and career development.

**Goal 3:** Intra-SBS communication and coordination is improved.

**Goal 4:** Employees identify the SBS environment as a good one to work in.

In addition to implementing the four EOS goals and related actions, each division will implement EOS actions in response to their own survey results. Such actions will cascade through the division with accountabilities identified and included in a work group and/or individual work plans.

#### Exit interviews

Exit interviews have been offered since March 2008. Exit interviews are not compulsory, though in the

past year 88 per cent of offers to attend an interview were taken up. All exit interviews are conducted by the Manager Organisational Development, Human Resources and to date the data has been compiled by a contractor which ensures consistency of data interpretation and anonymity. The information collected is reviewed and reported.

The main reason cited for leaving SBS is 'Career Development/Career Potential'. 91 per cent of employees who completed an exit interview would recommend SBS to others as a good place to work.

#### Level of diversity in the workforce within merit-based employment

The SBS Diversity Program, which encourages workplace diversity within the framework of merit selection, continues to operate. Employees are encouraged to report diversity statistical information upon commencement of employment with SBS.

Consistent with 2008/09, about half of SBS's employees were born overseas, and approximately a quarter speak a language other than English at home.

#### SBS employee statistics

Sex	
Female	452
Male	440
<b>Total</b>	<b>892</b>

Aboriginal or Torres Strait Islander	11
--------------------------------------	----

Permanent Disability	19
----------------------	----

Place of Birth	
Overseas	429
Australia	438
Not Stated	25
<b>Total</b>	<b>892</b>

Language Spoken at Home	
English	416
Language other than English	275
Not Stated	201
<b>Total</b>	<b>892</b>

#### Compliance with health and safety standards, the SBS Codes of Practice and Editorial Guidelines and other internal guidelines

#### SBS Codes of Practice and Editorial Guidelines

SBS conducts regular training sessions on the SBS Codes of Practice and Editorial Guidelines for new staff, as well as refresher courses. SBS also provides regular advice on Codes of Practice and Editorial Guidelines issues to staff as required.

## SBS Interim Protocol for New and Social Media

With SBS embracing the use of new and social media as a way of exploring and connecting our diverse cultures and perspectives, SBS established an Interim Protocol for New and Social Media Use to assist staff in engaging with these new forms of media to ensure the maintenance of SBS's reputation, independence and integrity.

## SBS Office of Audience Affairs – formal complaints

The SBS Ombudsman received 131 formal complaints during 2009/10, which was six less than the previous year. Each complaint alleged a breach of the SBS Codes of Practice in relation to content broadcast by SBS. Formal complaints are investigated by the SBS Ombudsman, who is independent of the content producing divisions. If complainants consider the outcome of the Ombudsman's investigation to be unsatisfactory then they can take their complaint to the Australian Communications and Media Authority (ACMA) for external review.

During 2009/10: 45 formal complaints were received from NSW, 37 from Victoria, 26 from Queensland, nine from South Australia, five from the ACT, five from Western Australia, and four from Tasmania. Five complaints were from community groups and the remaining complaints were made by individuals.

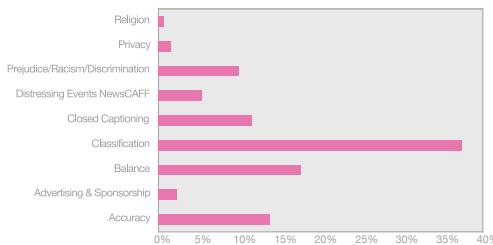
Email remained the preferred method of lodgement; however complaints were also made using the online complaint form on the SBS website as well as by letter and by fax.

Most of the formal complaints (124) concerned television content, while three formal complaints concerned radio content and four concerned online content. There were fewer complaints for radio this year, and slightly more for online content. Television complaints remained approximately the same.

### Types of complaints

The following graph shows the Codes of Practice issues raised by the complaints over the 2009/10 year. Eleven complaints concerning a lack of closed captioning on various programs were upheld. This unusually high number reflected a technical problem which was unable to be anticipated, and which occurred during the transfer to a fully digitised presentation and playout system for SBS.

## Codes of Practice Issues – Formal Complaints 2009/10



The most common code issue raised by complainants during the last 12 months was the classification of programs on SBS. A total of 49 classification complaints were received involving either the content of programs or the time at which the program was broadcast. Conflicts in Sri Lanka and the Middle East resulted in a number of complaints being received about SBS News and Current Affairs programs on television and radio. A total of 41 complaints were lodged involving the balance and accuracy provisions of the Codes, with a further seven complaints lodged about the intensity of visual material broadcast on News and Current Affairs programs. Thirteen complaints raised Code 1.3 (Prejudice, Racism and Discrimination). In all cases these were investigated and dismissed. Three complaints were received about advertising, two about privacy and one involved the depiction of religion.

### Findings

During 2009/10 investigations into 141 formal complaints were completed. The SBS Ombudsman upheld 23 complaints and dismissed 116 complaints. In 2008/09 the SBS Ombudsman upheld 14 complaints and dismissed 103 complaints.

Two complaints were referred to the Complaints Committee which is chaired by the Managing Director, and comprises the Director of Television and Online Content, the Director of Audio and Language Content, the Director of News and Current Affairs, the Director of Strategy and Communications and the SBS Ombudsman. One complaint concerned the issue of privacy in relation to an SBS commissioned documentary. The Complaints Committee upheld this complaint. The other complaint concerned Code 1.3.1 (Indigenous Australians) in relation to a documentary and this complaint was dismissed.

Overall 17 per cent of complaints were upheld, an increase on the previous year. However, if the closed captioning technical issue complaints are excluded

(12 in all including one received in 2008/09), then nine per cent of complaints were upheld and 91 per cent were dismissed.

#### **Australian Communications and Media Authority**

At the end of 2008/09 six investigations of SBS content by the ACMA were still in progress. During 2009/10 five new investigations were commenced by the ACMA. This is six less than the number of new investigations in the previous year.

Ten of these investigations were finalised by the ACMA during the period. The completed investigations comprised appeals covering 20 different code provisions and involving both television and radio content, as well as one appeal on complaints handling. Complaints that were appealed to the ACMA mainly related to News and Current Affairs coverage on television and radio of the Sri Lankan conflict during December 2008 to January 2009. Other areas of concern involved the classification of programs and the conflict in the Middle East.

The ACMA dismissed all appeals except two complaints involving the Sri Lankan conflict on SBS Radio's Tamil language program. In both cases the ACMA supported the earlier decision of the SBS Ombudsman that: firstly the Tamil language program broadcast on 26 October 2008 breached Code 2.2 for balance; and secondly the Tamil language program broadcast on 18 January 2009 breached Code 2.2 for impartiality. These breaches occurred during the reporting of the final days of the conflict between Sri Lankan government forces and the Tamil Tigers.

#### **Occupational health and safety**

SBS's health and safety standards complied with the requirements of the Occupational Health and Safety Act 1991. See below under 'Matters required to be reported under legislation'.

#### **Staff learning opportunities assist to develop skills base**

Values-aligned learning and development opportunities are provided to SBS employees via a comprehensive and structured leadership development path. This path aims to develop the expectations of all roles from a new starter team member to a senior SBS executive.

The learning path currently comprises 17 courses and starts with standard induction, for all employees irrespective of employment status. The path then progresses to courses that develop team members so they are high performing contributors and

programs that enable leaders and managers to work with their team members effectively. Based on the updated duties statements developed through the MyCareer@SBS transition, the development of professional (job specific) skills pathways has commenced.

During 2009/10, 292 employees attended this training. Using these courses as a basis, team building sessions are also offered. For consistency, a preferred provider has been secured to deliver desktop applications training. Divisions are able to directly book their employees on relevant programs via an online portal. The use of one provider in all SBS locations is expected to provide consistent learning and improve access to such learning.

#### **SBS Legal Professional Development**

Throughout the year SBS Lawyers attended industry seminars for ongoing professional development. Seminars covered a range of media law topics such as freedom of information reforms, contract law, defamation, copyright and privacy law, counter terrorism laws affecting media reporting, anti-siphoning, sport rights, digital rights management, content sponsorship and branding, digital media, dispute resolution, corporate governance, ethics, professional responsibility and leadership.

#### **SBS Legal training**

During the year SBS Legal provided training to staff across the organisation on a variety of legal issues. Training sessions covered: contract negotiation, laws related to national security, defamation, vilification, protected persons, confidential information, secret recordings, sedition, copyright, the use of music, fair dealing, contempt of court and reporting restrictions. SBS Legal continually updated journalist training to integrate across all new platforms across SBS including user-generated content and social media developments.

SBS Legal issues regular newsletters to SBS staff on a range of relevant current issues in media law. The newsletters are designed to be another mechanism to enhance staff training and increase awareness of legal issues that may impact on their work.

#### **Audio and Language Content training**

SBS ALC provided a comprehensive and wide-ranging training program to its more than 200 employees. A new Learning Pathways model was developed in co-operation with Human Resources that brings Audio and Language Content training in technical skills, journalism, broadcasting, and a number of other areas, in line with corporate approaches to learning and development.

## How We Have Achieved This Objective

### Exhibit best practice in corporate governance

#### Statement on governance

Elements of good corporate governance in place at SBS include: corporate planning; business planning; an audit and finance committee; clear delegations of authority; project (program) management; policies for statutory compliance; codes of conduct and ethics; review processes; budget information linked to all planning processes; and regular monitoring and reporting to the SBS Board.

Good corporate governance at SBS is also based on an acceptance by all staff that the highest standards of integrity and ethical behaviour are expected of them, as well as transparency and consistency in all their actions.

#### SBS Accounting Manual

SBS's financial policies and procedures are contained in the SBS Accounting Manual which is widely distributed throughout SBS. Updates occur frequently throughout the year.

#### SBS Risk Management Plan

The SBS Risk Management Plan is regularly updated. It identifies and addresses the management of the major risks and opportunities facing SBS. The SBS Risk Management Plan and risk assessment processes are regularly revised. The goals behind risk management in SBS are:

- to provide an assurance that SBS has identified its highest-risk exposures and has taken steps to properly manage these;
- to ensure that SBS's business planning processes include a focus on areas where risk management is needed;
- to ensure the integration of the various and many risk control measures that SBS already has in place;
- to be comprehensive and effective.

The identification of risks will allow for the redirection/ focus of resources on high risks.

The Audit and Finance Sub-committee receives a report twice a year on the management of the identified 'highest risks' facing SBS.

#### SBS Disaster Recovery Plan and Business Continuity Plan

SBS has an operative Disaster Recovery Plan and a revised Business Continuity Plan is scheduled for completion by 31 December 2010.

### SBS Fraud Control Plan

The SBS Fraud Control Plan is based on a fraud risk assessment (conducted using the methodology outlined in the International Standard for Risk Management, AS/NZS/ISO 31000). The SBS Fraud Control Plan was revised in December 2008. The Managing Director is satisfied that SBS has in place appropriate fraud prevention, detection, investigation, reporting and data collection procedures and processes and that these comply with the Commonwealth Fraud Control Guidelines.

#### External and internal audit

The audit of SBS's financial statements is carried out by the Australian National Audit Office (ANAO). The ANAO gave an unqualified opinion on the 2009/10 financial statements of SBS. During the year, SBS participated in a benchmarking study conducted by Comcover (an agency of the Department of Finance and Deregulation) on Risk Management Practices and achieved an excellent overall performance rating.

The Internal Audit program was conducted by Deloitte Touche Tohmatsu on a contract basis. The company performed audits in accordance with the audit plan approved by the Audit and Finance Sub-committee. In all cases, the results were satisfactory and, where applicable, recommendations for improvements to the control environment were brought to management's attention. The audits conducted in 2009/10 were: Facilities Scheduling and Utilisation in Broadcast Operations; Travel Expenditure and Fleet Management; Leave Management; Melbourne Business Centre Review; Windows Active Directory Security Review; Commissioned Program Management; Web Site Hosting; Content Sales and Distribution; Workforce Training and Development; IT Change Management; Continuous Control Monitoring Through Data Analytics of Payroll and Accounts Payable; and Superannuation Delegations Review.

#### Indemnities and insurance premiums for officers

As part of its general insurance protection, SBS has a Directors and Officers Liability Insurance Policy in place. The cost of this policy for 2009/10 was \$20,881 (GST excluded).

#### Ministerial directions / notifications

SBS has been notified that the following general policies of the Australian Government apply to SBS: Competitive Neutrality Arrangements; Cost Recovery by Government Agencies; Guidelines for the Management of Foreign Exchange Risk; Commonwealth Fraud Control Guidelines; and Australian Government Property Ownership

Framework. These are all notifications continuing from previous financial years. Also in 2006/07, the Finance Minister issued a Ministerial Direction under section 16(1)(c) of the Commonwealth Authorities and Companies Act requiring SBS (and all other authorities in the general government sector) to provide a Compliance Report on legislative compliance and financial sustainability.

No ministerial directions were issued under the SBS Act.

### SBS Board Sub-committees

#### Audit and Finance Sub-committee

The Audit and Finance Sub-committee met six times during the year and considered audits conducted by both the ANAO and the internal auditors, Deloitte Touche Tohmatsu.

In addition to reviewing the findings and recommendations of the audits conducted, the Audit and Finance Sub-committee considered and gave direction on a wide range of issues during the year including the approval of the annual internal audit program, investment and financing activities, risk management and strategy for the financial statements audit.

The following is a list of Audit and Finance Sub-committee attendees and the number of meetings they attended:

Member	Position	Meetings Attended
Jillian Broadbent	Chair	5
Patricia Azarias	Director	5
Christopher Pearson	Director	3

#### Codes Review Sub-committee

The Codes Review Sub-committee considers proposed amendments and other issues relating to the SBS Codes of Practice and SBS's internal Editorial Guidelines. Two meetings were held during the year.

Member	Position	Meetings Attended
Gerald Stone	Chair	2
Bob Cronin	Director	2
Christopher Pearson	Director	2
Shaun Brown	Managing Director	2

#### CAC Sub-committee

The CAC Sub-committee reviews the operation of the SBS Community Advisory Committee, including recruitment processes. Three meetings were held during the year.

Member	Position	Meetings Attended
Patricia Azarias	Director	3
Bob Cronin	Director	3

#### Remuneration Sub-committee

The primary objective of the Remuneration Sub-committee is to decide the SBS policies for remuneration of the Managing Director and the division directors. The Sub-committee met twice during the year.

Member	Position	Meetings Attended
Carla Zampatti	Chairman	1
Joseph Skrzynski	Director/Chairman	2
Jillian Broadbent	Director	1
Gerald Stone	Director	2
Shaun Brown	Managing Director	2

#### Meaningfully cascade SBS's goals throughout the organisation and recognise good performance, responsibility and commitment

SBS undertook a review of the Corporate and Strategic Plans in early 2010. This will result in an updated version of the Corporate Plan being submitted to the Minister in early 2010/11. A revised Corporate Plan will be also be released publicly in early 2010/11. The revised Corporate Plan identifies a number of strategic priorities for SBS as well as an updated Purpose and Vision for the organisation. These strategic priorities will form the basis of divisional plans and will flow through to individual work plans as part of the MyCareer@SBS process (see below). All SBS staff will be briefed on the new Corporate Plan and its impact on their work.

#### MyCareer@SBS

In keeping with the terms of the 2008 Certified Agreement, the transition to a new performance management framework – MyCareer@SBS – commenced. Principles for the transitional arrangements for moving from the previous performance management program to MyCareer@SBS are detailed in the SBS Certified Agreement 2008 (clause 2.3 and Schedule D).

The expectation is that all employees at SBS have regular conversations with their day-to-day supervisor/manager to clarify work expectations, provide development opportunities, and to review

and assess progress and link this assessment to fair recognition and personal reward.

MyCareer@SBS aims to ensure that:

- employees' goals and plans are clearly linked to corporate, divisional, business and work area, goals and plans;
- SBS's values (collaboration and openness, professionalism and responsiveness, honesty, respect and fairness) are demonstrated both in the way that MyCareer@SBS is designed and implemented, and in the way that all employees perform their work; and
- there is consistency across SBS in the way performance is planned, reviewed and acknowledged, and evaluated and rewarded.

The first divisions have successfully completed the transition to MyCareer@SBS and this has highlighted the value and importance of the common tools, processes and skills needed to build a results and service oriented culture. Planning for the transition of a further five work areas commenced in March 2010 and is well on track.

## Matters Required To Be Reported Under Other Legislation

### Commonwealth Disability Strategy

SBS is required to report on its performance in relation to the Commonwealth Disability Strategy in accordance with the terms set out in the Guide to the Performance Reporting Framework. Details are provided at Appendix 22.

### Environmental Protection and Biodiversity Conservation Act 1999

SBS recognises that its normal business processes have an impact on the environment. In accordance with the principles of ecologically sustainable development, SBS remains committed to reducing its environmental impact through recycling and the purchase of recycled products including paper for printing and photocopying, toilet paper and paper handtowel products. Long-standing programs to recycle paper, cardboard, glass, aluminium beverage containers, printer cartridges, building waste, metal, redundant electrical and data cabling, fluorescent lighting tubes and old mobile phones and phone batteries continued throughout the year.

SBS supports responsible waste management and recycling procedures. In 2009/10 SBS recycled approximately 1.02 tonnes of e-waste, primarily old engineering equipment and computer monitors. In June 2009 SBS implemented 'separate at the source'

recycling in its Sydney and Melbourne offices which has lifted resource recovery rates from SBS waste to 86 per cent and diverted substantial material from landfill.

SBS also participated in and promoted Earth Hour in March 2010.

### Freedom of Information Act 1982

SBS received one request for access to documents under the Freedom of Information Act 1982 (FOI Act) in 2009/10.

### Section 8 statement

This information is provided in accordance with section 8 FOI Act.

### Organisation and functions

Information about the organisation and functions of SBS is contained in the following sections of this Annual Report: 'About SBS', 'Our services', 'Organisational structure'. The powers and duties of SBS are set out in the SBS Act .

### Consultative arrangements

SBS conducts regular community consultations on matters relevant to its functions. Details of public consultations conducted during the year are contained throughout this Annual Report.

### Categories of documents

SBS holds the following categories of documents:

- records relating purely to general administrative functions including: financial management, governing bodies, government relations, legal services, personnel, strategic management;
- other records relating to commercial and operational activities, community and audience relations, media training, and transmission and distribution infrastructure which include accounting manuals, operational guidelines, occupational health and safety policies and guidelines;
- records relating to journalistic, creative and content activities such as audiovisual recordings, sound recordings, journalists' notebooks, commissioning notes, scripts and treatments, research material, assessment material and other related material.

The following categories of documents are available upon request, free of charge, and are also available for download from the SBS website: corporate plans; annual reports; research reports; programming policies.

The following categories of documents are available, free of charge, from the SBS website: media releases; program schedules – SBS Radio, SBS ONE, SBS TWO; program transcripts – subject to availability; SBS Television and SBS Radio programs – subject to availability as video or audio downloads, streams or podcasts.

#### **Access to records under the FOI Act**

Under the FOI Act the public has the right to obtain access to documents held by SBS, other than exempt documents. SBS is exempt from the operation of the FOI Act in relation to its program material and datacasting content (section 7 and Schedule 2, Part II, FOI Act).

Requests for access to documents under the FOI Act should be made in writing to SBS and include the fee payable under the Freedom of Information (Fees and Charges) Regulations, currently \$30. Requests should be addressed to: FOI Coordinator, Strategy and Communications Division, SBS, Locked Bag 028, Crows Nest NSW 2065.

#### **Further information**

Further information on the FOI Act is available on the website of the Department of Prime Minister and Cabinet at <http://www.dpmc.gov.au/foi/>.

#### **Occupational Health and Safety Act 1991**

SBS is committed to fostering a positive safety and wellbeing culture, and to ensuring the health and safety of all employees, freelancers, contractors at work, and members of the public who may be affected by our work.

In accordance with subsection 16(2)(d) of the Occupational Health and Safety Act 1991 (OHS Act) SBS implemented Health and Safety Management Arrangements (HSMA) (version 1) in July 2008. The HSMA was subsequently reviewed in consultation with SBS employees and version 2 came into effect in October 2009.

#### **OHS Committees**

SBS's OHS Committees provide a forum for co-operative engagement between employees and management to effectively address health and safety matters.

The written instrument establishing SBS's OHS Committee(s) was reviewed as part of the review of the HSMA. The SBS OHS Committee Guidelines were developed in consultation with SBS's OHS Committees to replace the previous Health and Safety Committee Constitution.

The Sydney OHS Committee met ten times and the Melbourne OHS Committee met eight times during

the year. The Sydney and Melbourne committees contributed towards the development of new and revised OHS policies during the year and reviewed a range of health and safety issues including reported accidents and incidents.

#### **Designated Work Groups / Health and Safety Representatives**

SBS has seven Designated Work Groups (DWGs). Each DWG has an elected/selected Health Safety Representative (HSR) and Deputy HSR in accordance with sections 25 and 33 of the OHS Act.

SBS engaged a provider to conduct an accredited HSR training course in-house for HSRs and Deputy HSRs who had been newly elected or re-elected in June 2009. In 2009/10 a further two elections were conducted to fill vacancies occurring as a result of HSRs ceasing to work in their DWG.

#### **Accidents and dangerous occurrences**

There was one accident resulting in a serious personal injury and two dangerous occurrences that required the giving of notice to Comcare under section 68 of the OHS Act.

#### **Investigations**

SBS provided information and documents to Comcare in response to the National Proactive Campaign – health and safety management arrangements – workplace consultation conducted under the OHS Act. The investigation found that SBS was compliant with section 16(2)(d) of the OHS Act.

SBS has not received any notices given under sections 29, 46 and 47 of the OHS Act.

## **Relationships and partnerships**

---



#### **Goal 4**

#### **Build and maintain valuable relationships and partnerships**

**SBS shall strive to build and maintain relationships with key external stakeholders from Government, the community sector, creative industries and business.**

We have set the following objectives and strategies to meet this goal.

<b>Objectives</b>	<b>Strategies</b>
Raise awareness of SBS within all areas of Government	Deploy an effective communications strategy using a range of channels. Advocate key issues and developments facing SBS and its audience.
Strengthen links with communities and other stakeholder groups	Strengthen SBS's relationship with community groups. Gain support from community groups in delivery of SBS services.
Strengthen local and international partnerships	Form creative relationships that deliver the best ideas and content across all SBS platforms. Form partnerships that create revenue opportunities, cost efficiencies and other positive outcomes

## Raise awareness of SBS within all areas of Government

- Deploy an effective communications strategy using a range of channels.
- Advocate key issues and developments facing SBS and its audience.

Department; Department of Finance and Deregulation; and Treasury.

SBS hosted a function in Parliament House, Canberra, in June to showcase its 2010 FIFA World Cup coverage. The function was addressed by Senator the Hon. Stephen Conroy, Minister for Broadband, Communications and the Digital Economy.

## Advocate key issues and developments facing SBS and its audience

### Performance

#### SBS gains understanding and support from Government stakeholders

SBS regularly engages with Government stakeholders in an effort to gain a better understanding of the work we do.

#### SBS builds networks and access to Government stakeholders

SBS regularly liaises with Government stakeholders to develop contacts and build influence on policy that affects the media sector. This strengthens SBS's voice and influence on policy outcomes that can affect the delivery of SBS's services both now and in the future.

### Submissions to Government

SBS made submissions to the following inquiries:

- DBCDE: Sport on television: A review of the anti-siphoning scheme in the contemporary digital environment 2009
- DBCDE: Content and Access: The future of program standards and captioning requirements on digital television and multi-channels – Discussion Paper 2009
- National Environment Protection Council Service Corporation Service Corporation: Television and Computer Product Stewardship Consultation 2009
- Department of Environment Protection, Heritage and the Arts: 2010 Review of the Australian Independent Screen Production Sector
- DBCDE: Digital Dividend Green Paper 2010
- Senate Standing Committee on Environment, Communications and the Arts: Inquiry into the provisions of the Broadcasting Legislation Amendment (Digital Television) Bill 2010
- DBCDE: Access to Electronic Media for the Hearing and Vision Impaired: Approaches for Consideration – Discussion Report 2009

As a member of Australia's Right to Know coalition, SBS was a signatory to the following submissions made by Australia's Right to Know:

- Attorney-General's Department: National Security Legislation Public Consultation 2009
- Senate Standing Committee on Finance and Public Administration: Inquiry into Freedom of Information Amendment (Reform) Bill 2009 and Information Commissioner Bill 2009
- NSW Department of Justice and Attorney General: NSW Court Suppression and Non-publication Orders Bill 2009.

### How We Have Achieved This Objective

#### Deploy an effective communications strategy using a range of channels

#### Contact with government and industry

SBS representatives maintained high level contact with government and industry bodies, particularly in respect of major broadcasting policy developments, media reform and digital television and radio policy.

SBS attended estimates hearings of the Senate Standing Committee on Environment, Communications and the Arts in October, February and May.

SBS maintained regular contact with relevant Ministers, Members of Parliament, Ministerial offices and Departments during the year including: Department of Broadband, Communications and the Digital Economy (DBCDE); Department of Environment Protection, Heritage and the Arts; Department of Infrastructure, Transport, Regional Development and Local Government; Department of Immigration and Citizenship; Department of Prime Minister and Cabinet; the Attorney-General's

## Strengthen links with communities and other stakeholder groups

- **Strengthen SBS's relationship with community groups.**
- **Gain support from community groups in delivery of SBS services.**

### Performance

#### SBS maintains effective and cooperative relationships with key stakeholders

Through the SBS Community Advisory Committee, membership of industry bodies and regular contact with community stakeholders such as the Federation of Ethnic Communities Council of Australia (FECCA), SBS maintains close links with Australia's multicultural and Aboriginal and Torres Strait Islander communities. SBS's in-language services and our broadcasters are also vital in making connections with and providing information to a broad range of culturally and linguistically diverse communities.

#### SBS regularly consults with relevant stakeholders and increases community awareness

SBS regularly consults with the SBS Community Advisory Committee which met three times during the year. SBS also regularly liaises with FECCA. Other consultations are conducted as appropriate and this year included consultations with community representatives.

### How We Have Achieved This Objective

#### Strengthen SBS's relationship with community groups

##### SBS Community Advisory Committee

The SBS Community Advisory Committee assists the Board to be aware of, and responsive to, community needs and opinions on matters relevant to the SBS Charter.

In determining appointments to the Committee and its overall membership, the Board takes into account the diversity of backgrounds of the members, geographical representation and specialised skills and knowledge including their ability to reflect the

needs and interests of women, youth, the aged, and people with disabilities. Members are selected on the basis that they have an understanding of Australia's multicultural society and, in particular, have interests relevant to, and an understanding of ethnic and Aboriginal and Torres Strait Islander communities.

The SBS Community Advisory Committee discussed a range of topics during 2009/10 including:

- Feedback on strategies for SBS engagement, how the SBS content strategy engages with communities and government, and how to energise relationships with communities.
- Input to SBS's community consultations strategy.
- SBS Radio rescheduling consultations.
- A special report on Assyrian communities.
- Muslim representations in media.
- Positive community building with Indigenous content.
- SBS's second Reconciliation Action Plan.
- User-generated content and media literacy training.
- The SBS Foundation.
- The SBS archiving project.

The Committee also provided advice and recommendations to the SBS Board, including:

- Ideas to support and assist with the archiving project.
- Suggestions for promotions for cultural celebration.
- Potential partnerships between SBS and educational institutions.
- Possibilities for intercultural exchange through user-generated content.
- Suggestions for media training for community members and representatives.
- Ideas for initiatives to improve media literacy and reportage on cultural diversity.

##### SBS Community Advisory Committee members

###### CHAIR: Ms. Joanne Jousif (NSW) (Chair from April 2009)

Ms. Jousif was born in Iraq and grew up as part of the Assyrian community in the western suburbs of Sydney. She currently represents the NSW Department of Corrective Services on the NSW Parole Authority and has extensive experience working in the justice system in Canada and Indonesia. Her experience includes operational and management positions in NSW Probation and Parole work as well as development of policy and programs in the crime prevention area with the NSW

Attorney General's Department. Additionally, Ms. Jousif has worked voluntarily in East Timor for the Catholic Education Office providing training to East Timorese English teachers. She has also worked as a volunteer teaching English to Afghani adult refugees in Sydney and as an English teacher in India. Ms Jousif is a nationally accredited mediator and has an undergraduate degree in psychology and human bioscience from New England University and postgraduate diploma in criminal justice from Sydney University Law School.

#### **Ms Maria Saraceni (WA)**

Maria is Australian - born of Italian immigrant parents. Although her first language was Italian, she learned English at school followed by French. Apart from her university studies in Australia, she attended a French university having won a language scholarship. Initially, Maria worked as a secondary school language teacher before commencing her legal career. Now a Partner at international law firm, Norton Rose, Maria actively contributes to community life - currently as President of the Ethnic Communities Council of Western Australia Inc; Executive Member of FECCA; Chairperson of the Women's Advisory Council in Western Australia; and Member of the State Council of the Australian Human Resources Institute. Recently, Maria completed a term as President of the Law Society of Western Australia and a Director of the Law Council of Australia.

#### **Mr Abderaouf Adel Ziani (VIC)**

Mr Ziani grew up in Algeria and lived in Europe before recently settling in Australia with his family. He is active in the Algerian community in Melbourne and visits the UMMA Mosque and Islamic Centre on a daily basis. Mr Ziani has worked in customer services for the last eight years. His work background, also, includes working as a journalist in the United Kingdom. He is currently studying Broadcast Television. He has a strong interest in the role of television in community building and how broadcasting can be used to represent multicultural Australia.

#### **Mr Biko Syong'oh (NSW)**

Kenyan-born Mr Syong'oh has a communications degree and is currently in the final stages of completing a law degree at Newcastle University. He is on the Executive Council of the Hunter African Communities Council, a position which has exposed Mr Syong'oh to a diverse range of African cultures. As part of his work with the Council, Mr Syong'oh assists migrants negotiate their new lives in Australia by helping provide accommodation, facilitating access to services such as banking and healthcare, and lobbies government agencies on the community's behalf. Mr Syong'oh has also recently been contracted by the Northern Settlement Services

to produce a radio program in Swahili, and will also be overseeing the production of similar programs in Dinka and Arabic on the University of Newcastle's 2NUR. Mr Syong'oh has a strong interest in the media, having worked as a producer in Kenya prior to moving to Australia. He is keen to explore innovative ways SBS can communicate with ethnic communities.

#### **Dr Krishna K. Shrestha (NSW)**

Born in Nepal and fluent in Nepali, Hindi and Urdu, Dr Shrestha has a strong background in socio-environmental justice issues and community participation in environmental planning, policy and management. Dr Shrestha is a Human Geographer who received his PhD from The University of Sydney where he is currently a lecturer. His core academic interests are in the political ecology of participatory natural resource planning, policy and management, socio-environmental justice particularly in a comparative context of Australia and South Asia. One basic element of his research includes community participation approaches of ethnic communities in Australia, Nepal and India to policy development and implementation, which focuses on how cultural and social relations and values shape our perceptions and actions. Dr Shrestha has an ongoing involvement with various multicultural groups such as the Australian-Nepalese Organisation, South Asian Association Australia and the International Students Association. He has a strong and active link with various cultural/ethnic individuals and groups through being a member of Institute of Foresters Australia, Institute of Australian Geographers and Nepal Foresters Association. Dr Shrestha is also a Justice of the Peace (Qualified) QLD.

#### **Mr Nick Hatzoglou (VIC)**

Mr Hatzoglou is an Australian with Greek heritage and has a passion for a Multicultural Australia that embraces and gives opportunities to all people from all cultural backgrounds. As the Multicultural Project Manager for the Australian Football League and AFL Victoria, Mr Hatzoglou aims to bring Australian football opportunities closer to people from culturally and linguistically diverse backgrounds. He combines experience gained within the multicultural sector, local government and Cricket Victoria with his love of sport generally. Nick acknowledges the role sport plays in developing community harmony and believes Australian Football can play a vital role in developing peoples understanding of each other. He has a strong determination to reach out to migrants and refugees and developing new opportunities that enable them to engage and contribute to Australia's progress. His formal qualifications include a Bachelor of Applied Science (Human Movement) and a Post Graduate Certificate in Event Management.

**Mr Alex Lew (VIC)**

Australian-born Mr Lew recently graduated from Melbourne University with a Bachelor of Arts majoring in European Studies and a Bachelor of Laws with Honours. While at university, Mr Lew was the Political Affairs Director of the Australasian Union of Jewish Students and participated in several youth interfaith dialogues on campus. In 2006, Mr Lew worked for the British delegation to the European Parliament and currently works for a law firm in country Victoria. He also works as a tutor for the Deakin University Institute of Koorie Education, providing assistance to Indigenous law students from remote communities who are studying by distance education.

**Ms Angela Flynn (SA)**

Angela is a young Aboriginal (Tiwi/Larrakia) and Chinese (Teo Chew) woman living in Adelaide. Angela recently worked on the inaugural Spirit Festival, an Indigenous festival held in Adelaide and is undergoing her Bachelor of Commerce (Marketing). Angela's various community activities presently involve: Departure Committee, The Art Gallery of South Australia since 2008, SAIYWAT Committee, Kurru Performing Arts since 2007 and Reconciliation Committee, Adelaide Festival Centre, since 2006. Angela has spent many years examining and contributing to Australia as a multicultural society through the arts, from performing traditional Chinese dance as a child to running youth cultural camps for young Aboriginal people.

**Mr Alan Huynh (QLD)**

Of Chinese and Vietnamese heritage, Alan grew up in one of the most ethnically diverse communities in Australia. He has a strong passion for youth advocacy and representation, civic participation and multicultural issues. Previously, he was Youth Chair of FECCA and the Ethnic Communities Council of Queensland as well as representing Australia at the 18<sup>th</sup> Ship for World Youth and 7<sup>th</sup> Commonwealth Youth Forum. Alan also has grassroots experience with diverse communities through volunteering with the Queensland Program for Survivors of Torture and Trauma and by co-ordinating the Partners in Peace project, a socially innovative initiative for high school students from refugee backgrounds. Currently a medical student at the University of Queensland, Alan maintains a keen interest in community, rural and global health issues.

**Mrs Evelyn Pereira e Robertson (TAS)**

Mrs Robertson was born in Goa, India and is of Indian-Portuguese descent. She lived in Oman for 10 years before moving to Australia, and now calls Tasmania home. Mrs Robertson has a rich and diverse background living and working with people from a broad range of ethnic backgrounds. She has extensive experience working with migrant

communities through the St. Vincent de Paul Society and the Catholic Refugee Support Group (CRSG). Mrs Robertson is currently the District Registrar with the Civil Division of the Magistrates Court and the Registrar for the Anti-Discrimination Tribunal. She continues to work voluntarily for the CRSG through the Integrated Humanitarian Settlement Program which is involved in the settlement of new migrants in Australia. Mrs Robertson has also recently become involved in the establishment of the Global Vaddo Charitable Trust which provides free education to underprivileged children in India.

**SBS Foundation**

To better support Australian charities, the SBS Foundation was created in 2009 to be the custodian of more than \$2 million worth of television airtime to promote the work of a number of local charities.

In 2010 the SBS Foundation has supported 23 national and regional charities. The charities work with a diverse range of causes from cancer to mental illness as well as organisations that work with Indigenous communities and refugees. The arts sector and environmental charities are also represented.

- Amy Gillett Foundation
- Assistance Dogs Australia
- Asthma Foundation NSW
- Bookend Trust
- Breast Cancer Institute of Australia
- Girl Guides Australia
- Glycemic Index Foundation
- Headspace: National Youth Mental Health Foundation
- National Breast and Ovarian Cancer Centre (NBOCC)
- Prostate Cancer Foundation of Australia
- Reconciliation Australia
- Royal Institute for Deaf and Blind Children
- Save the Tasmanian Devil Appeal
- Spinal Injuries Association
- The Australian Literacy and Numeracy Foundation
- Topo Foundation for Education Ltd
- UNHCR The UN Refugee Agency Australia
- Whitelion Incorporated
- World Education Australia / Good Return

SBS has also chosen some regional partners to support throughout the year:

- Aussie Helpers Ltd
- Regional Public Galleries of NSW
- The Aged-care Rights Service

## Gain support from community groups in delivery of SBS services

### Community engagement

SBS began a program of audience and stakeholder research and a series of community consultations in the second half of 2009. The program evolved from early research to inform Audio and Language Content's radio reschedule and content planning, to encompass a wider remit to inform stakeholders of SBS's current status, its plans for the future, and to test reactions to SBS strategies to extend offerings to large language groups and high need migrants. SBS also produced pilot television news programs in four languages which it tested with stakeholders. The consultations were intensive and targeted at specific language groups as opposed to more general and broad community consultations.

In addition SBS engaged external market research companies to undertake focused qualitative research with selected communities to assess their engagement with Australian media and society.

The program consisted of:

- Eight stakeholder consultations in Sydney and Melbourne with selected large language groups
  - Mandarin, Arabic, Hindi and Italian. The consultation guests represented a broad mix of community representatives – heads of community organisations, business organisations, academics, men/women, students, the elderly, various religions, and the arts community. More than 130 opinion leaders took part.
- External focus groups with individuals from large language groups – Mandarin, Arabic, Hindi.
- External research with community leaders/service providers for the following high needs groups: the aged – Italian, German, Ukrainian, Lithuanian; and high needs migrants – Karen (Burma), Dinka (Sudan), Iraqi Arabic, and Dari (Afghanistan).
- External targeted focus groups with individuals from high need migrant groups: Dinka (Sudan) and Iraqi Arabic.
- Demographic research: internal, reviewed by the Australian National University.

### Outside broadcasts

SBS engages with local communities at community events and festivals through outside radio broadcasts (OBs) using our OB units (Sydney and Melbourne), promotional trailer (Sydney), and marquees (Sydney and Melbourne).

In 2009/10 SBS conducted the following OBs.

**NSW**

Digital Radio Launch, Martin Place, Sydney	6-7 August 2009
India Australia Fair, Homebush	9 August
Haldon St Festival, Lakemba	15 August
Uruguayan Festival, Fairfield	30 August
Brazilian Ritmo Festival, Darling Harbour	20 September
Auburn Festival, Auburn	26 September
Cedars of Lebanon – Lebanon Carnival, Darling Harbour	27 September
Cabramatta Moon Festival, Cabramatta	27 September
Multicultural Eid Festival, Fairfield	11 October
Eid Festival, Fairfield	29 November
Polish Christmas, Darling Harbour	6 December
Korean Lunar New Year, Strathfield	6 February
Chinese New Year, Hurstville	6 February
Vietnamese Tet Festival, Fairfield	19 February
Lunar New Year Twilight Parade, Sydney	21 February
Lunar New Year Dragon Boat Races, Darling Harbour	28 February
Bielani Polish Festival, Colo	7 March
Ventana Chilian Festival, Market City, Sydney	13 March
Little Portugal Festival, Petersham	14 March
Greek National Day, Sydney	21 March
Greek Festival, Darling Harbour	21 March
Sinhala New Year Celebration, Carlingford	18 April
La Plaza de Mercado, Market City, Sydney	18 April

**Victoria**

Moon Festival, Box Hill	13 October
Fijian Independence Day, Box Hill	10 October
Diwali Fair, Federation Square, Melbourne	11 October
AMES (1st Birthday), Federation Square, Melbourne	17 October
Eid Al-Fitr Festival, Broadmeadows	20 October
Chilean Latin American Festival, Sandown	20 Sept
Indonesian Festival, Federation Square, Melbourne	24/25 October
South Pacific Rugby Cup, Melbourne	24 October
Berlin Mauer Party, St Kilda	9 November
Polish Festival, Federation Square, Melbourne	21 November
Thessaloniki Festival, Federation Square, Melbourne	21 November
Albanian Flag Day, Footscray	6 December
Epiphany Festival, Yarra Bay	10 January
East Meets West Lunar New Year, Footscray	11 January
Chinese New Year, Melbourne City	1 February
Pako Festa (Cultural Festival), Geelong	2 February
Lunar New Year, Box Hill	11 February
Holland Festival, Sandown	11 February
Thai Food Festival, Federation Square, Melbourne	21 March
Greek Festival, Lonsdale Street, Melbourne	27 March
Turkish 40 <sup>th</sup> Anniversary, Immigration Museum, Melbourne	28 March
Dutch Orange Day, Sandown	11 April
Khmer New Year, Springvale	11 April
German Film Festival, Toorak	22 April
Japanese Annual Festival, Box Hill	17 May
Buddha's Day Multicultural Festival Fed Square	22 May
Cultural Diversity Week – Metropolitan Fire and Emergency Services Board, St Albans	23 May
Croatian Festival, Immigration Museum, Melbourne	27 June

**South Australia**

60th Anniversary Czech Community, Adelaide	7 November
WOMAdelaide, Adelaide	7 March

## Strengthen local and international partnerships

- **Form creative relationships that deliver the best ideas and content across all SBS platforms.**
- **Form partnerships that create revenue opportunities, cost efficiencies and other positive outcomes.**

or series, generating both revenue and international recognition of SBS. SBS News and Current Affairs also continued its commercial relationship with National Indigenous Television (NITV) for NITV to broadcast episodes of *Living Black* and other relevant one-off special events.

SBS News and Current Affairs maintained significant program and content supply relationships with overseas broadcasters for the supply of news services for SBS's WorldWatch services.

### Performance

#### SBS sources relevant and attractive content from the Australian independent production sector

SBS Content (Television and Online) continues to source its Australian content from the Australian independent production sector, including through partnerships with Screen Australia and state funding bodies. Productions commissioned this year are set out in Appendix 11. In 2009/10 SBS commissioned a total of 164 hours of Australian drama, documentary and entertainment for production and development.

#### New business opportunities are regularly sought

SBS Content (Television and Online) continued to successfully leverage its investment in the independent production sector with federal and state film funding bodies, and some private equity, to support the production of Australian content for broadcast on SBS ONE, SBS TWO and on the SBS website. SBS Sport regularly pursues business opportunities for content rights deals.

#### Extent to which partnerships provide financial, content and/or operational benefits

SBS Content (Television and Online) continues to maintain its creative alliances with Screen Australia and the state film funding bodies. In 2009/10, across the documentary and drama commissioned slate SBS's average contribution towards the budget was 43 per cent with the balance being leveraged from Screen Australia, state film funds and the producer offset.

SBS News and Current Affairs maintained its commercial relationships with a number of overseas broadcasters for the broadcast of *Dateline* episodes

### How We Have Achieved This Objective

#### Form creative relationships that deliver the best ideas and content across all SBS platforms

SBS Content (Television and Online) has creative alliances with a large number of Australian independent producers together with its guild the Screen Producers Association of Australia. To enhance and develop these alliances, a number of initiatives were launched during the year, including:

- Secrets and Lives Series 2: a follow up to the successful documentary initiative which invited documentary makers to pitch to SBS and its key state funding partners Film Victoria, Screen NSW and Screen West.
- The Heritage Futures Cooperative Research Centre: SBS in conjunction with Screen Australia and the Heritage Futures Co-Op have agreed, in principle (and subject to government funding), to co-invest in certain documentary projects which tell the story of Australia's "hidden" heritage.

Previous initiatives including the Multicultural History initiative and the first season of Secrets and Lives initiatives have delivered a number of fresh commissions all with financial contributions from federal and state agencies.

SBS Content (Television and Online) continues to maintain its creative alliances with Screen Australia and the state film funding bodies. These alliances ensure that SBS commissions programs throughout Australia allowing us to draw from a wide range of talent and ideas.

## Screen Australia

### Documentaries

*Dying Days*  
*Firing the Magic Bullet*  
*Scarlet Road*  
*Ned's Head*  
*Forgotten Australians*  
*Trafficked: The Reckoning*  
*Tall Man*

### Documentary series

*The Real Fight Club*  
*The House of Food Obsessives*  
*Go Back to Where You Came From*  
*Dr Mary Goes Bush*  
*The Family*  
*Immigration Nation*  
*Who Do You Think You Are (Season 4)*  
*Sex: An Unnatural History*

### Drama series

*East West 101 (Series 3)*

## Film Victoria

### Documentaries

*Trafficked: The Reckoning*

### Documentary series

*The House of Food Obsessives*  
*Immigration Nation*

## Screen NSW

### Documentaries

*Firing the Magic Bullet*  
*Tall Man*

### Documentary series

*Comedy School*  
*Go Back to Where You Came From*  
*Sex: An Unnatural History*

### Drama series

*East West 101 (Series 3)*

## Screen Queensland

### Documentaries

*Tall Man*

## Screen West

### Documentaries

*Extreme Cleaners*  
*My Mum Talks to Aliens*  
*Ned's Head*

### Documentary series

*Dr Mary Goes Bush*  
*Who Do You Think You Are (Season 4)*

## South Australian Film Corporation (SAFC)

### Comedy series

*Danger 5*

## Adelaide Film Festival (AFF)

### Documentaries

*Tall Man*

### Comedy series

*Danger 5*

**Form partnerships that create revenue opportunities, cost efficiencies and other positive outcomes**

## SBS News and Current Affairs

SBS News and Current Affairs has established commercial relationships with TVNZ in New Zealand, Phoenix TV in Hong Kong and the Australia Network (that broadcast into Asia Pacific) for these networks to broadcast individual stories or whole series of *Dateline* to their audiences. This generates revenue for SBS, but also acknowledges the high standard and international recognition of the program and its appeal to audiences beyond Australia's shores.

SBS also has a commercial relationship with National Indigenous Television (NITV) for NITV to broadcast episodes of *Living Black*, as well as other one-off special events covered by the *Living Black* team during this past year, such as the broadcast of *The Deadlys*.

SBS News and Current Affairs maintains significant program and content supply relationships with overseas broadcasters for the supply of news services for SBS's WorldWatch service (see table below). In order to maintain such a network of international news sources, SBS operates one of the most complex broadcast communication systems in the world, accessing daily news material via 13 international satellites and two fibre-optic cables from London and Los Angeles, one fibre link from Perth and two weekly FTP transfers (Chile and Malta).

Country	Language	Broadcaster	Origin	Signal
Chile	Spanish	Televisión Nacional de Chile (TVN)	Santiago	FTP
China	Mandarin	China Central Television (CCTV)	Beijing	Satellite/Fibre
Croatia	Croatian	Hrvatska Radiotelevizija (HRT)	Zagreb	Satellite
France	French	France Télévisions (FT2)	Paris	Satellite/Fibre
Germany	German	Deutsche Welle (DW)	Berlin	Satellite
Germany	English	Deutsche Welle (DW)	Berlin	Satellite
Greece	Greek	Elliniki Radiofonía Tileórasí (ERT)	Athens	Satellite
Hong Kong	Cantonese	TVB Jade	Hong Kong	Satellite
Hungary	Hungarian	Duna Television (DTV)	Budapest	Satellite
India	Hindi	New Delhi Television Limited (NDTV)	New Delhi	Satellite/Fibre
Indonesia	Indonesian	Televisi Republik Indonesia (TVRI)	Jakarta	Satellite
Italy	Italian	Radiotelevisione Italiana (RAI)	Rome	Satellite
Japan	Japanese	Nippon Hoso Kyokai (NHK)	Tokyo	Satellite
Korea	Korean	Yonhap Television News (YTN)	Seoul	Satellite
Macedonia	Macedonian	Makedonska radio-televizija (MRT)	Skopje	Satellite/Fibre
Malta	Maltese	Public Broadcasting Services (PBS)	G'mangia	FTP
Netherlands	Dutch	Nederlandse Omroep Stichting (NOS)	Hilversum	Satellite
Pakistan	Urdu	Pakistan Television Corporation (TVP)	Islamabad	Satellite
Philippines	Tagalog	ABS-CBN Broadcasting Corporation (ABS-CBN)	Manila	Satellite
Poland	Polish	Telewizja Polsat	Warsaw	Satellite/Fibre
Portugal	Portuguese	Radio e Televisão de Portugal S.A. (RTP)	Lisbon	Satellite
Russia	Russian	NTV Telekompanija (NTV)	Moscow	Satellite/Fibre
Serbia	Serbian	Radio-televizija Srbije (RTS)	Belgrade	Satellite/Fibre
Spain	Spanish	Radio Televisión Española (RTVE)	Madrid	Satellite
Turkey	Turkish	Türkiye Radyo ve Televizyon Kurumu (TRT)	Ankara	Satellite
UAE	Arabic	Dubai TV (DTV)	Dubai	Satellite/Fibre
USA	English	Public Broadcasting Service (PBS)	Wash. DC	Satellite

## SBS Technology and Distribution

Considerable work was undertaken by SBS Technology and Distribution during the year in its negotiations with a variety of vendors for the provision of services and systems for SBS, including Optus and Telstra for telecommunications services, both terrestrial and satellite. Several new contracts have been finalised during the year including: with Optus for the delivery of the satellite solution for the remote areas; and Telstra for increased wide area network (WAN) connectivity.

SBS Technology and Distribution continues to enhance its innovative and productive partnering relationship with Broadcast Australia (SBS's major transmission provider). This partnership has now been established for six and a half years. A second Relationship Business Plan has been finalised which continues the previous theme of collaboration, transparency, rigour and accountability between the two organisations. The strength of the relationship was evidenced by the assistance provided by Broadcast Australia with SBS's 3D TV trial (see next).

### 3D TV trial

SBS, with the assistance of Broadcast Australia and in partnership with Sony and Harvey Norman, successfully conducted a 3D TV trial during the period 19 May to 19 July 2010. The trial was conducted in collaboration with the Nine Network, NBN Television Ltd and WIN Corporation, with the networks sharing the licenses and existing infrastructure. The transmission was made available in Adelaide, Brisbane, Melbourne, Perth, Sydney, Newcastle and Wollongong, and in regional areas via the Optus C1 satellite. SBS transmitted 15 live FIFA World Cup 2010 matches in 3D TV. These broadcasts were accessible to audiences with 3D capable digital television sets.

As one of the first networks in Australia to provide a 3D TV broadcast to Australian audiences SBS demonstrated its capacity for innovation. SBS used the trial to assess 3D TV technology and its ability to cater for emerging formats.

### SBS Radio

SBS Radio supports industry and community events and initiatives through media partnerships.

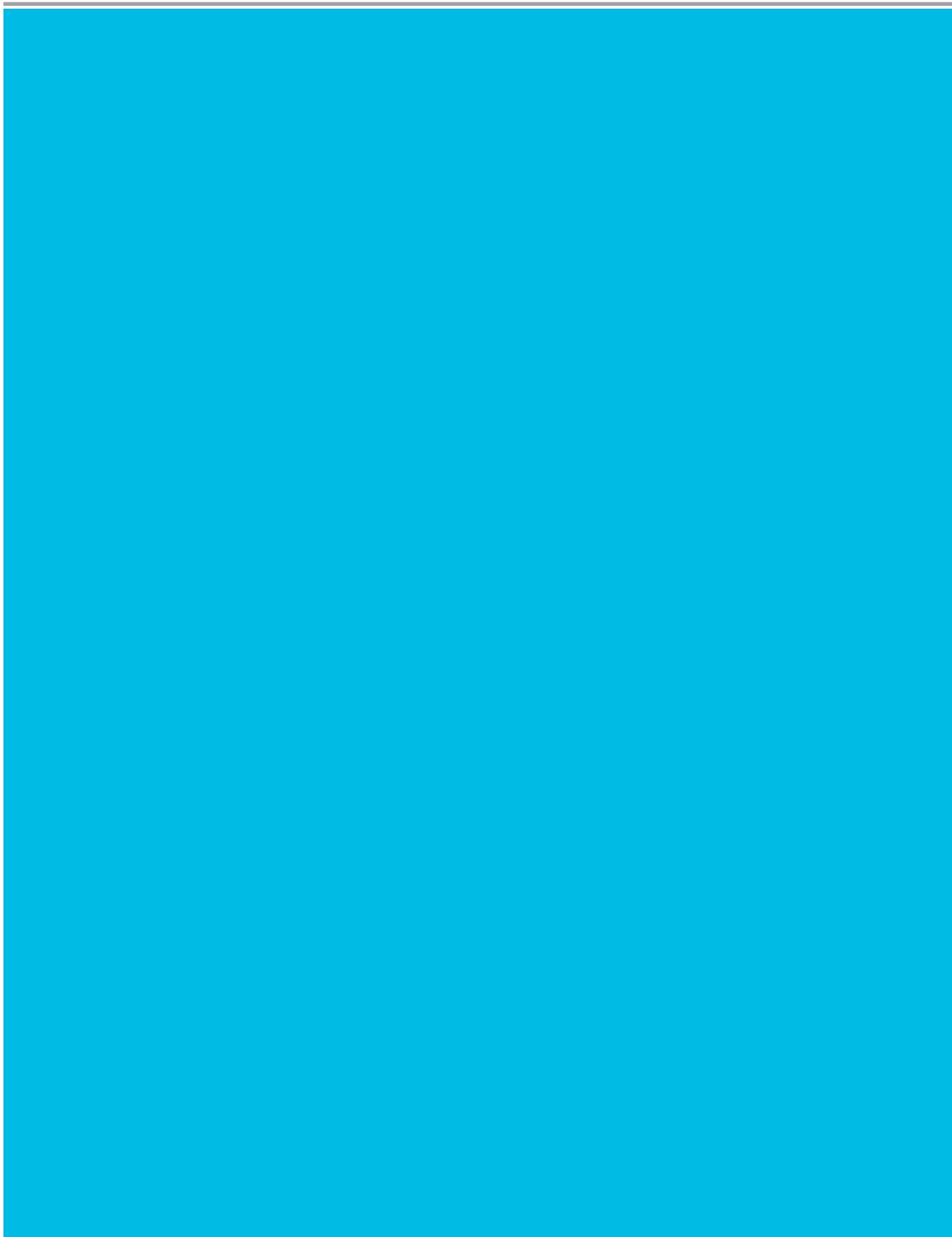
Organisation / Event	Sector	Region
2010 Indian Film Festival – Beyond Bollywood	Arts/Community	National
ACMI Correspondences	Arts	Victoria
Antipodes Festival	Community	Victoria
Auburn Festival	Community	NSW
Australasian World Music Festival	Arts	Victoria
Australian of the Year	Government	National
Bairro Portuguese Festival	Community	NSW
Cabramatta Moon Festival	Community	NSW
Café Carnivale	Arts	NSW
Chand Raat Eid Festival	Community	NSW
China Film Festival	Arts/Community	NSW
Cinema Peroni Film Festival	Arts/Community	NSW
City of Sydney Chinese New Year	Government	NSW
Federation Square Light in Winter	Arts	Victoria
German Film Festival	Arts/Community	National
Haldon Street Festival	Community	NSW
Indonesian Film Festival	Arts/Community	Victoria
Journalism Conference, Melbourne University	Government	Victoria
Melbourne International Arts Festival	Arts	Victoria
Nepalese Festival	Arts/Community	NSW
Next Wave Festival	Government	National
Parramatta Lunar New Year	Community	NSW
Russian Resurrection Film Festival	Arts/Community	National
Spanish Film Festival	Arts/Community	National
Sydney Festival	Arts	NSW
Sydney Royal Easter Show	Government	NSW
The Weird Mob Festival (Italian Film Festival)	Arts/Community	NSW
Uniformed Services Expo	Community	Victoria
Victorian Seniors Festival	Government	Victoria
WOMADelaide 2010	Arts	National

## SBS sponsorships

SBS supports industry and community events and initiatives that are relevant to its programs and services through a number of sponsorships

- **Asia Pacific Broadcasting Union Prizes 2009:** Sponsorship of the 'TV-Youth Prize'.
- **Australian Business Arts Foundation:** Major Media Partner for AbaF National Awards.
- **Bangarra Dance Theatre:** Marketing partnership with SBS Television and SBS Radio; SBS brand on all print promotions for major Sydney premieres; benefit of hospitality and tickets to events.
- **Federal Parliamentary Press Gallery Charity Ball.**
- **Flickerfest International Short Film Festival:** Marketing partnership; SBS brand on all print and online promotions; SBS trailer aired at Sydney and regional screenings; sponsor of Short Film Award; benefit of tickets to all screenings.
- **Message Sticks Indigenous Film Festival:** Marketing partnership; SBS brand on all print and online promotions.
- **National Maritime Museum:** Marketing partnership with SBS Television and SBS Online; SBS brand on all Welcome Wall and Museum promotions, benefit of tickets to events and use of Museum venues.
- **Racism Revisited – Anti-racism Leadership and Practice National Symposium on Racism 2010:** Sponsorship.
- **Sydney Opera House:** Marketing and commercial partnership for major Sydney Opera House promotions and events; benefit of hospitality and tickets to events.
- **Sydney Festival:** Marketing partnership with SBS Radio; SBS brand on major print campaigns; benefit of hospitality and tickets to events.
- **Sydney Writers Festival:** Marketing partnership with SBS Television; SBS brand on all print and online promotions; SBS talent moderation opportunities.
- **SBS Youth Orchestra:** Marketing partnership for all SBS Youth Orchestra activities, including concerts. SBS receives naming rights and logo association on all communications.
- **United Nations Association of Australia Media Peace Awards Program:** Sponsorship of the major category 'Television' in News, Current Affairs and Documentary.
- **Walkley Awards for Excellence in Journalism:** Marketing partnership and sponsorship of the Walkley Award for Coverage of Indigenous Affairs; SBS brand on all print and online promotions.

## Financial Statements



## Independent Auditor's Report

To the Minister for Broadband, Communications and the Digital Economy



### Scope

I have audited the accompanying financial statements of the Special Broadcasting Service Corporation (the Corporation) and the consolidated entity for the year ended 30 June 2010, which comprise: a Statement by the Directors and Chief Financial Officer; Statements of Comprehensive Income; Balance Sheets; Statements of Changes in Equity; Cash Flow Statements; Schedules of Commitments; Schedules of Contingencies; Schedules of Asset Additions; and Notes to and forming part of the Financial Statements, including a Summary of Significant Accounting Policies. The consolidated entity comprises the Corporation and the entities it controlled at the year's end or from time to time during the financial year.

### *The Directors' Responsibility for the Financial Statements*

The directors are responsible for the preparation and fair presentation of the financial statements in accordance with the Finance Minister's Orders made under the *Commonwealth Authorities and Companies Act 1997*, including the Australian Accounting Standards (which include the Australian Accounting Interpretations). This responsibility includes establishing and maintaining internal controls relevant to the preparation and fair presentation of the financial statements that are free from material misstatement, whether due to fraud or error; selecting and applying appropriate accounting policies; and making accounting estimates that are reasonable in the circumstances.

### *Auditor's Responsibility*

My responsibility is to express an opinion on the financial statements based on my audit. I have conducted my audit in accordance with the Australian National Audit Office Auditing Standards, which incorporate the Australian Auditing Standards. These auditing standards require that I comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgement, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or

error. In making those risk assessments, the auditor considers internal control relevant to the Special Broadcasting Service Corporation's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Special Broadcasting Service Corporation's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the directors, as well as evaluating the overall presentation of the financial statements.

I believe that the audit evidence I have obtained is sufficient and appropriate to provide a basis for my audit opinion.

### *Independence*

In conducting the audit, I have followed the independence requirements of the Australian National Audit Office, which incorporate the requirements of the Australian accounting profession.

### *Auditor's Opinion*

In my opinion, the financial statements of the Special Broadcasting Service Corporation and the consolidated entity:

- a) have been prepared in accordance with the Finance Minister's Orders made under the *Commonwealth Authorities and Companies Act 1997*, including the Australian Accounting Standards; and
- b) give a true and fair view of the matters required by the Finance Minister's Orders including the Special Broadcasting Service Corporation's and the consolidated entity's financial position as at 30 June 2010 and their financial performance and cash flows for the year then ended.

### *Australian National Audit Office*

A handwritten signature in black ink, appearing to read 'Warren J. Cochrane'.

**Warren J. Cochrane**  
Group Executive Director  
Delegate of the Auditor-General

Canberra  
18 August 2010

## **Statement by the Directors and Chief Financial Officer**

In our opinion, the attached financial statements for the year ended 30 June 2010 are based on properly maintained financial records and give a true and fair view of the matters required by the Finance Minister's Orders made under the *Commonwealth Authorities and Companies Act 1997*, as amended.

In our opinion, at the date of this statement, there are reasonable grounds to believe that the Corporation will be able to pay its debts as and when they become due and payable.

This statement is made in accordance with a resolution of the directors.



**Joseph Skrzynski AO**  
Chairman



**Shaun Brown**  
Managing Director



**Jonathan Torpy**  
Chief Financial Officer

18 August 2010

## Statement of Comprehensive Income

for the period ended 30 June 2010

	Notes	Consolidated		Corporation	
		2010 \$'000	2009 \$'000	2010 \$'000	2009 \$'000
<b>Expenses</b>					
Employee benefits	5(a)	87,689	76,967	86,709	76,967
Supplier expenses	5(d)	215,869	180,145	213,349	180,137
Depreciation and amortisation	5(e)	8,223	6,486	8,129	6,486
Finance costs	5(f)	1,319	778	1,254	778
Write-down and impairment of assets	5(g)	584	181	268	181
Foreign exchange losses (non-speculative)		-	101	-	101
<b>Total expenses</b>		<b>313,684</b>	264,658	<b>309,709</b>	264,650
<b>Less:</b>					
<b>Own-Source Income</b>					
<b>Own-source revenue</b>					
Sale of goods and rendering of services	6(a)	90,710	63,239	86,507	63,239
Interest	6(b)	2,694	2,525	2,600	2,518
Rental income		804	860	848	860
Royalties		5,072	4,066	5,072	4,066
Other	6(c)	7,837	7,159	7,837	7,159
<b>Total own-source revenue</b>		<b>107,117</b>	77,849	<b>102,864</b>	77,842
<b>Gains</b>					
Reversals of previous asset write-downs and impairments	6(d)	2 22	4 -	2 22	4 -
Foreign exchange gains (non-speculative)					
<b>Total gains</b>		<b>24</b>	4	<b>24</b>	4
<b>Total own-source income</b>		<b>107,141</b>	77,853	<b>102,888</b>	77,846
<b>Net cost of services</b>					
Revenue from Government	7	207,141	190,293	207,141	190,293
Share of surplus of associates and joint ventures accounted for using the equity method	9(d)(iii)	402	518	-	-
<b>Surplus before income tax on continuing operations</b>		<b>1,000</b>	4,006	<b>320</b>	3,489
Income tax expense	8(a)	99	-	-	-
<b>Surplus after income tax on continuing operations</b>		<b>901</b>	4,006	<b>320</b>	3,489
<b>Surplus after income tax</b>		<b>901</b>	4,006	<b>320</b>	3,489
<b>Surplus attributable to the Australian Government</b>					
		901	4,006	320	3,489

The above statement should be read in conjunction with the accompanying notes.

		Consolidated		Corporation	
	Notes	2010 \$'000	2009 \$'000	2010 \$'000	2009 \$'000
<b>Other Comprehensive Income</b>					
Changes in asset revaluation reserves	10(d)	-	2,043	-	2,043
<b>Total other comprehensive income before income tax</b>		-	2,043	-	2,043
Income tax expense - other comprehensive income					
<b>Total other comprehensive income after income tax</b>		-	2,043	-	2,043
<b>Total comprehensive income</b>	901	901	6,049	320	5,532
<b>Total comprehensive income attributable to the Australian Government</b>	901	901	6,049	320	5,532

There are no reclassification adjustments in 2010.

Details of changes in asset revaluation reserves in 2009 are disclosed in note 10(d) and the statement of changes in equity.

The above statement should be read in conjunction with the accompanying notes.

**Balance Sheet**  
as at 30 June 2010

Notes	Consolidated		Corporation	
	2010 \$'000	2009 \$'000	2010 \$'000	2009 \$'000
<b>Assets</b>				
<b>Financial assets</b>				
Cash and cash equivalents	9(a)	18,018	15,921	16,886
Trade and other receivables	9(b)	29,502	15,260	28,451
Investments accounted for using the equity method	9(d)(iii)	-	4,522	-
Other investments	9(c)	35,498	28,370	34,598
<b>Total financial assets</b>		83,018	64,073	79,935
<b>Non-financial assets</b>				
Land and buildings	10(a),(d)	62,406	63,959	62,406
Plant and equipment	10(b),(d)	28,829	21,887	28,234
Intangibles	10(c),(d)	15,287	13,106	12,687
Inventories	10(e)	62,010	71,252	61,446
Other non-financial assets	10(f)	6,051	23,212	5,962
<b>Total non-financial assets</b>		174,583	193,416	170,735
<b>Total Assets</b>		257,601	257,489	250,670
<b>Liabilities</b>				
<b>Payables</b>				
Suppliers	11(a)	24,206	25,619	23,522
Other payables	11(b)	25,454	30,233	23,590
Current tax payable	8(b)	6	-	-
Deferred tax liability	8(c)	187	-	-
<b>Total payables</b>		49,853	55,852	47,112
<b>Interest bearing liabilities</b>				
Loans	12(a)	18,052	23,808	18,052
<b>Total interest bearing liabilities</b>		18,052	23,808	18,052
<b>Provisions</b>				
Employee provisions	13(a)	23,849	17,842	23,665
Other provisions	13(b)	1,321	1,252	1,321
<b>Total provisions</b>		25,170	19,094	24,986
<b>Total Liabilities</b>		93,075	98,754	90,150
<b>Net Assets</b>		164,526	158,735	160,520
<b>Equity</b>				
Contributed equity		90,046	85,156	90,046
Reserves		39,986	39,986	39,986
Retained surplus		34,494	33,593	30,488
<b>Total Equity</b>		164,526	158,735	160,520
The above statement should be read in conjunction with the accompanying notes.				

## Statement of Changes in Equity

for the year ended 30 June 2010

	Retained Earnings		Asset Revaluation Reserve		Contributed Equity/Capital		Total Equity	
	2010 \$'000	2009 \$'000	2010 \$'000	2009 \$'000	2010 \$'000	2009 \$'000	2010 \$'000	2009 \$'000
<b>(Consolidated)</b>								
<b>Opening Balance</b>								
Balance carried forward from previous period	33,593	29,587	39,986	37,943	85,156	82,570	158,735	150,100
<b>Comprehensive income</b>								
Other comprehensive income								
<i>Revaluation adjustment</i>								
– Increase in asset	-	-	-	2,144	-	-	-	2,144
– Decrease/(increase) in provision for makegood	-	-	-	(101)	-	-	901	(101)
Surplus for the period	901	4,006	-	-	-	-	901	4,006
<b>Total comprehensive income</b>	<b>901</b>	<b>4,006</b>	-	<b>2,043</b>	-	-	<b>901</b>	<b>6,049</b>
<b>Attributable to the Australian Government</b>								
901	4,006	-	2,043	-	-	-	901	6,049
<b>Transactions with owners</b>								
<i>Contributions by owners</i>								
Equity injection	-	-	-	-	4,890	2,586	4,890	2,586
<b>Sub-total transactions with owners</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>4,890</b>	<b>2,586</b>	<b>4,890</b>	<b>2,586</b>
<b>Closing balance at 30 June</b>	<b>34,494</b>	<b>33,593</b>	<b>39,986</b>	<b>39,986</b>	<b>90,046</b>	<b>85,156</b>	<b>164,526</b>	<b>158,735</b>
<b>Closing balance attributable to the Australian Government</b>	<b>34,494</b>	<b>33,593</b>	<b>39,986</b>	<b>39,986</b>	<b>90,046</b>	<b>85,156</b>	<b>164,526</b>	<b>158,735</b>

The Corporation acquired 100% ownership of PAN TV Ltd on 4 November 2009 (through its fully owned subsidiary MST Ltd). The consolidated entity's surplus of \$0.901m in 2010 (\$4.006m in 2009) includes all the profits from PAN TV Ltd from the date of acquisition on 4 November 2009. It also includes 40% of profits from PAN TV Ltd from 1 July 2009 to the date of acquisition (\$0.402m share of surplus of associates using the equity method). Details of the acquisition are in notes 9(d) and 10(c) and 10(d).

In 2009, the Corporation revalued all its plant and equipment (see note 10(d)) which resulted in an asset revaluation reserve increment of \$2.144m. The decrease of \$0.101m in equity in 2009 relates to the provision for makegood (restoration costs) of the Corporation's leasehold improvements at Federation Square on expiry of the lease (in 2017). This provision was revised upwards (by \$0.101m) as a result of the lower discount rate (interest) applicable to the anticipated payment in 2017. This increase in the provision for makegood in 2009 resulted in a corresponding decrease in the Corporation's asset revaluation reserve (for leasehold improvements) at 30 June 2009.

The above statement should be read in conjunction with the accompanying notes.

## Cash Flow Statement

for the year ended 30 June 2010

Notes	Consolidated		Corporation	
	2010 \$'000	2009 \$'000	2010 \$'000	2009 \$'000
<b>Operating Activities</b>				
Cash received				
Goods and services	84,423	70,543	78,698	70,543
Receipts from Government	7	206,981	191,459	206,981
Interest		4,123	4,365	4,069
Dividends	9(d)(iii)	855	-	-
Net GST received		10,062	12,555	9,988
<b>Total cash received</b>	<b>306,444</b>	<b>278,922</b>	<b>299,736</b>	<b>278,915</b>
Cash used				
Employees	(81,888)	(74,995)	(80,886)	(74,995)
Suppliers	(196,872)	(217,403)	(193,546)	(217,394)
Borrowing costs		(1,168)	(626)	(1,168)
Other – return of appropriation		(1,166)	(1,423)	(1,166)
Net GST paid		(340)	-	-
Income taxes paid		(324)	-	-
<b>Total cash used</b>	<b>(281,758)</b>	<b>(294,447)</b>	<b>(276,766)</b>	<b>(294,438)</b>
<b>Net cash from (used by) operating activities</b>	<b>14</b>	<b>24,686</b>	<b>(15,525)</b>	<b>22,970</b>
<b>Investing Activities</b>				
Cash received				
Proceeds from sales of property, plant and equipment		2	-	-
Investments		89,971	6,550	89,012
<b>Total cash received</b>	<b>89,973</b>	<b>6,550</b>	<b>89,012</b>	<b>6,550</b>
Cash used				
Purchase of property, plant and equipment	10(d)	(11,293)	(11,769)	(11,169)
Purchase of business unit (goodwill)	9(d)	(3,600)	(4,000)	(3,600)
Investments	9(c)	(97,109)	(1,818)	(95,286)
Contingent consideration paid (in escrow)	(i)	(706)	-	-
<b>Total cash used</b>	<b>(112,708)</b>	<b>(17,587)</b>	<b>(110,055)</b>	<b>(17,587)</b>
<b>Net cash from (used by) investing activities</b>	<b>(22,735)</b>	<b>(11,037)</b>	<b>(21,043)</b>	<b>(11,037)</b>

The above statement should be read in conjunction with the accompanying notes.

## Cash Flow Statement (Cont.)

for the year ended 30 June 2010

Notes	Consolidated		Corporation	
	2010 \$'000	2009 \$'000	2010 \$'000	2009 \$'000
<b>Financing Activities</b>				
<b>Cash received</b>				
Proceeds from borrowings	12(a)	–	15,000	–
Contributed equity		4,890	2,586	4,890
<b>Total cash received</b>		4,890	17,586	4,890
<b>Cash used</b>				
Repayment of borrowings	12(a)	(5,745)	(2,587)	(5,745)
<b>Total cash used</b>		(5,745)	(2,587)	(5,745)
<b>Net cash from (used by) financing activities</b>		(855)	14,999	(855)
<b>Net increase (decrease) in cash held</b>		1,096	(11,563)	1,072
Cash from acquisition of entity	(i)	1,001	–	–
Cash and cash equivalents at the beginning of the reporting period		15,921	27,484	15,814
<b>Cash and cash equivalents at the end of the reporting period</b>	9(a)	<b>18,018</b>	15,921	<b>16,886</b>
				15,814

(i) The consideration paid on acquisition of PAN TV Ltd on 4 November 2009 by MST Ltd (the Corporation's controlled entity) consisted of a cash payment of \$4.717m which was paid by PAN TV Ltd on behalf of MST Ltd immediately on acquisition, and an additional \$1.000m contingent payment to be paid by PAN TV Ltd on behalf of MST Ltd in an escrow account over a period. Of this contingent amount payable, \$0.200m was paid immediately on acquisition, and subsequently \$0.706m has been paid to 30 June 2010.

PAN TV Ltd's cash balance on acquisition was \$1.001m.

The above statement should be read in conjunction with the accompanying notes.

## Schedule of Commitments

as at 30 June 2010

Notes	Consolidated		Corporation	
	2010 \$'000	2009 \$'000	2010 \$'000	2009 \$'000
<b>By Type</b>				
<b>Commitments receivable</b>				
Transmission facilities	(i)	458,619	525,882	458,619
Operating leases	(ii)	1,801	1,987	1,801
Advertising and sponsorship		13,660	12,192	13,660
Services to related corporations		80	66	80
Other commitments	(iii)	62,273	66,326	62,268
<b>Total commitments receivable</b>		536,433	606,453	536,428
<b>Capital commitments payable</b>				
Land and buildings		22	–	22
Infrastructure, plant and equipment		2,346	4,062	2,346
<b>Total capital commitments payable</b>		2,368	4,062	2,368
<b>Other commitments payable</b>				
Transmission facilities	(i)	650,386	684,939	650,386
Operating leases	(ii)	13,905	18,158	13,874
Other commitments	(iii)	78,475	69,158	77,723
<b>Total other commitments payable</b>		742,766	772,255	741,983
<b>Net commitments by type</b>		208,701	169,864	207,923
				169,815

NB: Commitments are GST inclusive where relevant.

- (i) Transmission facilities commitments include future expenditure and amounts receivable for digital transmission services.
- (ii) **Nature of lease**
  - Leases for office accommodation:
  - Leases of computer equipment:
  - Leases of motor vehicles:

**General description of leasing arrangement:**  
Lease payments are subject to annual increases in line with the Consumer Price Index or Market Value. The leases are renewable. The leases for computer equipment are for a period of three or four years. Options to extend leased terms are available at discounted prices. No contingent rentals exist, and no renewal or purchase options are available.
- (iii) As at 30 June 2010, other commitments comprises amounts in respect of program, production, operational costs, and net GST recoverable from the taxation authority, which relate to these commitments.

The above schedule should be read in conjunction with the accompanying notes.

## Schedule of Commitments (Cont.)

as at 30 June 2010

	Consolidated		Corporation	
	2010 \$'000	2009 \$'000	2010 \$'000	2009 \$'000
<b>By Maturity</b>				
<b>Commitments receivable</b>				
<b>Operating leases receivable</b>				
One year or less	813	755	813	755
From one to five years	988	1,232	988	1,232
Over five years	-	-	-	-
<b>Sub-total operating leases receivable</b>	<b>1,801</b>	<b>1,987</b>	<b>1,801</b>	<b>1,987</b>
<b>Other commitments receivable</b>				
One year or less	85,529	83,161	85,524	83,156
From one to five years	279,947	279,931	279,947	279,931
Over five years	169,156	241,374	169,156	241,374
<b>Sub-total other commitments receivable</b>	<b>534,632</b>	<b>604,466</b>	<b>534,627</b>	<b>604,461</b>
<b>Total commitments receivable</b>	<b>536,433</b>	<b>606,453</b>	<b>536,428</b>	<b>606,448</b>
<b>Capital commitments payable</b>				
One year or less	2,368	4,062	2,368	4,062
From one to five years	-	-	-	-
Over five years	-	-	-	-
<b>Total capital commitments payable</b>	<b>2,368</b>	<b>4,062</b>	<b>2,368</b>	<b>4,062</b>
<b>Operating leases payable</b>				
One year or less	2,414	3,732	2,383	3,692
From one to five years	8,217	10,002	8,217	9,988
Over five years	3,274	4,424	3,274	4,424
<b>Total operating leases payable</b>	<b>13,905</b>	<b>18,158</b>	<b>13,874</b>	<b>18,104</b>
<b>Other commitments payable</b>				
One year or less	137,718	135,296	136,966	135,296
From one to five years	373,040	375,054	373,040	375,054
Over five years	218,103	243,747	218,103	243,747
<b>Total other commitments payable</b>	<b>728,861</b>	<b>754,097</b>	<b>728,109</b>	<b>754,097</b>
<b>Net commitments by maturity</b>	<b>208,701</b>	<b>169,864</b>	<b>207,923</b>	<b>169,815</b>

The above schedule should be read in conjunction with the accompanying notes.

## Schedule of Contingencies

as at 30 June 2010

	Consolidated		Corporation	
	2010 \$'000	2009 \$'000	2010 \$'000	2009 \$'000
<b>Contingent assets</b>				
Claims for damages or costs	–	–	–	–
<b>Total Contingent Assets</b>	<b>–</b>	<b>–</b>	<b>–</b>	<b>–</b>
<b>Contingent liabilities</b>				
Claims for damages or costs	–	–	–	–
<b>Total Contingent Liabilities</b>	<b>–</b>	<b>–</b>	<b>–</b>	<b>–</b>
<b>Net Contingent Liabilities</b>	<b>–</b>	<b>–</b>	<b>–</b>	<b>–</b>

### Quantifiable contingencies

The Corporation has no quantifiable contingent asset or liability at 30 June 2010.

### Unquantifiable and remote contingencies

The Corporation has no unquantifiable or remote contingencies at 30 June 2010.

The above schedule should be read in conjunction with the accompanying notes.

## Schedule of Asset Additions

for the year ended 30 June 2010

The following non-financial non-current assets were added in 2009-10:

	Land	Buildings	Plant & Equipment	Goodwill	Other Intangibles	Total
	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000
By purchase - Government funding	–	676	11,542	–	519	12,737
By purchase - other	–	–	–	–	–	–
From acquisition of entities or operations	–	–	616	2,254	353	3,223
<b>Total additions</b>	<b>–</b>	<b>676</b>	<b>12,158</b>	<b>2,254</b>	<b>872</b>	<b>15,960</b>

The following non-financial non-current assets were added in 2008-09:

	Land	Buildings	Plant & Equipment	Goodwill	Other Intangibles	Total
	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000
By purchase - Government funding	–	128	12,876	–	1,031	14,035
By purchase - other	–	–	–	–	–	–
From acquisition of entities or operations	–	–	–	9,243	–	9,243
<b>Total additions</b>	<b>–</b>	<b>128</b>	<b>12,876</b>	<b>9,243</b>	<b>1,031</b>	<b>23,278</b>

The above schedule should be read in conjunction with the accompanying notes.

## Index to the Notes to the Financial Statements

for the year ended 30 June 2010

<b>Note</b>	<b>Description</b>
1.	Summary of significant accounting policies
2.	Adoption of new Australian Accounting Standards
3.	Economic dependency
4.	Events after balance sheet date
5.	Operating expenses
	5(a) Employee benefits and average staffing level
	5(b) Executive remuneration
	5(c) Remuneration of directors and related party disclosures
	5(d) Suppliers
	5(e) Depreciation and amortisation
	5(f) Finance costs
	5(g) Write-down and impairment of assets
6.	Own-source income
	6(a) Sale of goods and rendering of services
	6(b) Interest
	6(c) Other revenue
	6(d) Reversals of previous asset write-downs and impairments
7.	Revenue from Government
8.	Income tax
	8(a) Income tax expense
	8(b) Current tax payable
	8(c) Deferred tax liabilities
	8(d) Movement in temporary differences during the year
9.	Financial assets
	9(a) Cash and cash equivalents
	9(b) Trade and other receivables
	9(c) Investments
	9(d) Other investments
10.	Non-financial assets
	10(a) Land and buildings
	10(b) Plant and equipment
	10(c) Intangible assets
	10(d) Analysis of property, plant and equipment, and intangibles
	10(e) Inventories
	10(f) Other non-financial assets
11.	Payables
	11(a) Suppliers
	11(b) Other payables
12.	Interest bearing liabilities
	12(a) Loans
13.	Provisions
	13(a) Employee provisions
	13(b) Other provisions
14.	Cash flow reconciliation
15.	Reporting of outcomes
16.	Financial instruments
	16(a) Categories of financial instruments
	16(b) Net income and expenses from financial assets
	16(c) Net income and expenses from financial liabilities
	16(d) Fair values of financial instruments
	16(e) Credit risk
	16(f) Market risk
	16(g) Liquidity risk
17.	Contingent liabilities and assets

## 1. Summary of significant accounting policies

### (a) Basis of preparation of the financial statements

The financial statements and notes are required by clause 1(b) of Schedule 1 to the *Commonwealth Authorities and Companies Act 1997* (CAC Act) and are general purpose financial statements.

The financial statements have been prepared in accordance with the Finance Minister's Orders (FMOs) for the reporting periods ending on or after 1 July 2009, and Australian Accounting Standards and Interpretations issued by the Australian Accounting Standards Board (AASB), that apply for the reporting period.

The financial statements have been prepared on an accrual basis, and are in accordance with historical cost convention, except for certain assets at fair value (see note 10). Except where stated, no allowance is made for the effect of changing prices on the results or the financial position.

Unless an alternative treatment is specifically required by an accounting standard or the FMOs, assets and liabilities are recognised in the balance sheet when and only when it is probable that future economic benefits will flow to the entity and the amounts of the assets or liabilities can be reliably measured. However, assets and liabilities arising under agreements equally proportionately unperformed are not recognised unless required by an accounting standard. Liabilities and assets that are unrealised are reported in the schedule of commitments and the schedule of contingencies.

Unless an alternative treatment is specifically required by an accounting standard, income and expenses are recognised in the statement of comprehensive income when, and only when, the flow, consumption or loss of economic benefits has occurred and can be reliably measured.

### (b) Principles of consolidation

The consolidated financial statements are those of the economic entity comprising the Special Broadcasting Service Corporation (the Corporation), its wholly owned subsidiary Multilingual Subscriber Television Ltd (MST Ltd), and (from 2010) PAN TV Ltd. In 2010, MST Ltd fully acquired PAN TV Ltd (on 4 November 2009). In 2010 PAN TV Ltd has been accounted for in

line with AASB 3 "Business Combinations", and consolidated in line with AASB 127 "Consolidated and Separate Financial Statements" from the date of acquisition. The effect of all transactions within the economic entities and inter-entity balances are eliminated in full. The excess of purchase consideration for the acquisition of PAN TV Ltd over the fair value of its net identifiable assets on acquisition (\$2,254m) has been recognised as goodwill - see notes 10(c) and 10(d).

In 2009 the equity method of accounting was applied in respect of the then associated company PAN TV Ltd (in line with AASB 128 "Investments in Associates"). Associated companies are those companies over which the economic entity exercises significant influence but not control.

Using the equity method, the Corporation recognised (through its controlled entity, MST Ltd) the share of profit/(loss) of its then associate company, PAN TV Ltd (40%). Equity information for 2009 is disclosed in note 9(d)(iii). In 2010, MST Ltd equity accounted its investment in PAN TV Ltd up to the date of acquisition. From the date of acquisition, PAN TV Ltd's results were fully consolidated through its subsidiary MST Ltd. The investment in PAN TV Ltd has been restated to fair value - see note 9(d). On consolidation, PAN TV Ltd's net assets are recognised and the investment eliminated.

### (c) Equity accounting of joint ventures

The equity method of accounting is applied in respect of joint ventures in line with AASB 131 "Interest in Joint Ventures" and the FMOs.

In 2009 the Corporation (SBS) and the Australian Broadcasting Corporation (ABC) formed a joint venture company "National DAB Licence Company Ltd" (50% interest each) to purchase and manage the "category 3" Digital Radio multiplex transmitter licence for digital radio broadcasting.

The requirement for the national broadcasters to share and manage jointly their digital radio broadcast licence is mandated by the "Broadcasting Legislation Amendment (Digital Radio) Act 2007". However, contracts and commitments for digital radio transmission and distribution are entered into by the Corporation in its own right. The Corporation's commitments are included in the schedule of commitments. As

at 30 June 2010 the joint venture company has no contingent liabilities. It has not made, nor is expected to make any material profit/(loss) in 2010 or in future years.

Equity information is disclosed in note 9(d)(iv).

**(d) Significant accounting judgements and estimates**

The economic entity has made the following judgements that have the most significant impact on the amounts recorded in the financial statements:

- The fair value of net assets of PAN TV Ltd, on full acquisition of 100% of its shares by MST Ltd on 4 November 2009, has been valued at \$7.274m - see note 9(d). The Corporation previously owned 40% of PAN TV Ltd through its wholly owned subsidiary MST Ltd.

In 2010, an amount of \$0.364m (2009: \$1.166m) was estimated as the amount to be returned to the Consolidated Revenue Fund in line with Government policy to fund only the amounts required for the conversion to digital transmission - see note 11(b)(i).

The fair value of plant and equipment has been taken to be the depreciated replacement cost of similar properties as determined by an independent valuer. In some instances, the Corporation's properties are used for specific purposes and may in fact realise more or less in the market.

No accounting assumptions or estimates have been identified that have a significant risk of causing a material adjustment to carrying amounts of assets and liabilities within the next accounting period.

**(e) Statement of compliance**

The financial statements comply with Australian Accounting Standards, which include Australian Equivalents to International Financial Reporting Standards (AIFRS).

Australian Accounting Standards also require a statement of compliance with International Financial Reporting Standards (IFRSs) to be made where the financial statements comply with these standards. Some Australian equivalents to IFRSs and other Australian Accounting Standards contain requirements specific to not-for-profit entities that are inconsistent with IFRS requirements. The Corporation is a not-for-profit entity and

has applied these requirements, so while these financial statements comply with Australian Accounting Standards including AIFRSs, it cannot state that it complies with IFRSs.

**(f) Reporting of outcomes**

The results of the outcome specified in the Appropriation Acts relevant to the Corporation are presented in note 15.

**(g) Revenue from Government**

Funding received or receivable from the Department of Finance and Deregulation (appropriated as a CAC Act body payment item for payment to the Corporation) is recognised as Revenue from Government unless it is in the nature of an equity injection or a loan, or relate to amounts returned or payable to the Consolidated Revenue Fund in accordance with FMOs. The full amount received in respect of departmental outputs in 2010 is disclosed in note 7.

In 2010, in line with Government policy to fund only amounts required for the conversion to digital transmission, an amount of \$0.364m (2009: \$1.166m) was recognised as unearned revenue from Government - see note 11(b)(i).

Amounts received as equity injections are recognised as increases in "Contributed Equity". All equity injections have been fully drawn down. Loans received from Government are recognised as increases in borrowings when received - see note (v) below.

**(h) Resources received free of charge**

Services received free of charge are recognised as revenues where their fair value can be reliably measured. Use of the resources is recognised as an expense. In 2010 no resources were provided free of charge (2009: nil).

**(i) Gains and other revenue**

All revenues from the sales of goods and services relate to the core operating activities of the Corporation and the economic entity.

All other operating revenues arise from non-core operating activities, except funds received for analogue extensions which are also included in other operating revenue - see note 1(j).

Revenue from the sale of goods and services is recognised when the economic entity has passed control of the goods to the buyer.

Revenue from the rendering of a service is recognised by reference to the stage of completion of the contract or other agreement.

Interest revenue is recognised using the effective interest method in line with AASB 139 *“Financial Instruments: Recognition and Measurement”*.

Gains from the disposal of assets are recognised when control of the asset has passed to the buyer.

**(j) Other payables**

Prepayments received, which affect more than one financial period are matched with the related costs and recognised in the period to which they relate.

In 2000, the Corporation received \$70.000 million from the TV Fund and \$3.400 million (from Government appropriation) to provide analogue extensions to regional Australia over the next twelve years. In 2005, the Corporation received a further \$4.606 million to extend analogue services to regions with a population of 3,000 to 5,000, and also received \$0.125 million under the Commonwealth's Television Black Spots - Alternative Technical Solutions Program. An additional amount of \$0.125 million was received in 2008 under the Commonwealth's Television Black Spots - Alternative Technical Solutions Program. The amounts received, including interest accrued on these amounts, are recognised as revenue when related expenditure is incurred. Refer to notes 5(d), 6(c) and 9(c)(i).

**(k) Employee benefits**

*(i) Provision for long service leave*

The provision for long service leave is measured at the present value of estimated future cash flows to be made in respect of all employees at 30 June 2010. In determining the present value of the liability, attrition rates and pay increases have been taken into account. Amounts for which the Corporation expects to have no unconditional right to defer settlement within twelve months are shown as a current liability.

*(ii) Provision for annual leave*

Provision is made for the value of benefits accrued as at reporting date and includes the annual leave bonus component payable in accordance with the SBS Award. The amounts expected to be payable within twelve months are shown as a current liability, and

measured at their nominal amounts. The nominal amount is calculated having regard to the rates expected to be paid on settlement of the liability. No annual leave benefit has been assessed as payable after twelve months.

*(iii) Provision for separation and redundancy*

Provision is made for separation and redundancy payments to employees identified at the reporting date, which can be reliably measured (\$3.925m in 2010; Nil in 2009). When applicable, the Corporation formally identifies the terminations and informed those employees affected that it will carry out the terminations. The provision does not include long service leave or annual leave paid on termination. These are included in the respective provisions.

*(iv) Sick leave*

No provision is made for sick leave in the financial statements as sick leave taken by employees is expected to be less than future benefits. This assessment is made for all employees on a group basis.

*(v) Provision for superannuation on accrued annual and long service leave*

Provision is made for recognition of employer (including CSS, PSS and PSSap) superannuation contributions payable in respect of accrued leave liabilities. The provision is calculated using a percentage of employer superannuation contributions on accrued leave estimated to be taken during the employees' period of service, and is applied to accrued leave liabilities - refer to note 1(l) below.

**(l) Superannuation**

(i) Employees of the Corporation contribute directly to either (a) the Commonwealth Superannuation Scheme (CSS), (b) the Public Sector Superannuation Scheme (PSS), or (c) from 1 July 2005 new employees may elect to contribute to the Public Sector Superannuation Accumulation Plan (PSSap), by way of fortnightly salary deductions.

(ii) Employees of the Corporation are employed under Section 54 of the *Special Broadcasting Service Act 1991*. The Corporation is required to contribute the employer component of the Superannuation Schemes. In 2010, employer

contribution rates were 16.6% of salary (CSS), 11.8% of salary (PSS), and 15.4% for the Public Sector Superannuation Accumulation Plan (PSSap). From 1 July 2010 this will change to 14.5% for CSS and 11.7% for PSS (PSSap will remain the same at 15.4%).

- (iii) The CSS and PSS schemes are defined benefit plans, which are accounted for as such at the whole-of-Government level. The Corporation, however, accounts for payments to these schemes as defined contributions plans as per the FMOs. The actuarial risk (shortfall risk) does not fall on the Corporation. Entities participating in the PSS and CSS Schemes are included in the Department of Finance and Deregulation's financial statements.
- (iv) The Corporation also contributes superannuation in respect of contract staff engaged under Section 44 of the *Special Broadcasting Service Act 1991*, in accordance with the superannuation guarantee legislation. The contributions are included in the cost of contract - see note 5(d).

**(m) Cash and cash equivalents**

Cash and cash equivalents include cash on hand and any short term deposits held at call with a bank or financial institution, and excludes amounts invested on long-term deposits not immediately required for operational expenditure - see note 1(n).

**(n) Financial instruments**

The economic entity has a series of investments with banks and other financial institutions for funds not immediately required for operational expenditure (for example, analogue extension moneys received from the TV Fund to meet expenditure to 2012). They are held-to-maturity investments (term deposits) which are measured at amortised cost using the effective interest method - see note 16.

**(o) Acquisition of assets**

Assets acquired are recorded at the cost on acquisition, being the purchase consideration determined as at the date of acquisition.

**(p) Intangible assets and property, plant and equipment**

*Asset recognition threshold*

Items are classified as non-current assets when:

- (i) the cost of acquisition is in excess of \$2,000 (unless they form part of a group of similar items which are significant);
- (ii) they are non-consumable in nature; and
- (iii) the estimated useful life is in excess of 12 months.

*Revaluations*

The Corporation implements revaluations of all property, plant and equipment at fair value (except for computer software - see further below), in accordance with AASB 116 "*Property, Plant and Equipment*". The revaluations are implemented with sufficient frequency to ensure that the carrying amounts of assets do not materially differ from the assets' fair values as at the reporting date. The regularity of independent valuations depends upon the volatility of movements in market values for the relevant assets.

An annual assessment is made each year to ensure that the carrying amount of assets is not materially different from fair valuation as at balance date.

Revaluation adjustments are made on a class basis. All non-current assets are at independent valuation (see note 10(d)), except for computer software. In accordance with AASB 116, intangibles are carried at cost as no active market exists for the Corporation's intangible assets.

*Depreciation*

Property, plant and equipment, other than freehold land, is depreciated over their estimated useful lives to the economic entity using the straight line method of depreciation.

Depreciation/amortisation rates (useful lives) and methods were reviewed during the 2009-10 financial year.

The aggregate amount of depreciation allocated for each class of asset during the reporting period is disclosed in note 5(e).

Leasehold improvements are amortised on a straight line basis over the shorter of either the unexpired period of the lease or the estimated useful life of the improvements.

The Corporation, under its lease agreement at Federation Square, has an obligation to restore ("makegood") leasehold improvements at the end of the lease term. This obligation is recognised as part of the capitalised cost of the leasehold improvements to be amortised.

Depreciation and amortisation rates applying to each class of depreciable asset are based on the following useful lives:

Class of non financial asset	2009-2010	Avg	2008-2009	Avg
Buildings	40 years	40	40 years	40
Leasehold improvements	Lease term	15	Lease term	15
Plant and equipment	3 to 20 years	7	3 to 20 years	7
Intangibles (excluding goodwill – see note (q))	5 to 7 years	6	5 to 7 years	6

Intangible assets (computer software) are amortised on a straight line basis over their estimated useful lives.

*Impairment of non-current assets*

All assets were assessed for impairment as at 30 June 2010. Where indications of impairment exist, the asset's recoverable amount is estimated, and an impairment adjustment made if the asset's recoverable amount is less than its carrying amount. The recoverable amount is the higher of its fair value less costs to sell and its "value in use" (or "depreciated replacement cost" if the future economic benefit of the asset is not primarily dependent on the asset's ability to generate cash flows, and the asset would be replaced by the Corporation if deprived of the asset). For the purposes of goodwill impairment testing, a "cash-generating unit" (CGU), comprising the smallest group of assets to which goodwill can be allocated, is identified and tested for impairment as a group.

In 2010, after writing off a number of assets identified as obsolete and/or disposed, no indicators of impairment were found for the Corporation's assets (at fair value or at cost) - see note 5(g).

**(q) Other intangible assets (goodwill) and program amortisation**

*(i) Goodwill*

Goodwill is recognised on purchase of a business unit in accordance with AASB 3 "Business Combinations". In 2009, goodwill of \$9.243m was recognised following the restructure of the media representation function of the Corporation (previously outsourced) and acquisition of a business unit.

In line with AASB 3 "Business Combinations", goodwill was recognised as the difference between the purchase consideration and the fair value of identifiable net assets. Goodwill is not amortised but is assessed annually for impairment (based on the net present value of future net cash inflows) - see note 10(c).

*(ii) Program amortisation*

Overseas program purchases are amortised on a straight line basis over the shorter of three years or licence period (for movies), or over the shorter period of two years or licence period (for documentaries and other overseas purchased programs). Locally commissioned programs are valued at cost, and amortised on a straight line basis over the shorter of four years or licence period.

Some programs are fully amortised in the current period or over a period of one year less than their licence period.

**(r) Taxation**

The Corporation is not subject to income tax. Its controlled entities, MST Ltd and PAN TV Ltd, are subject to income tax - see note 8.

The Corporation and its controlled entities, MST Ltd and PAN TV Ltd, are subject to fringe benefits tax (FBT) and goods and services tax (GST) - see note 1(s) below.

**(s) Goods and Services Tax**

Revenues, expenses and assets are recognised net of the amount of goods and services tax (GST), except:

*(i) where the amount of GST incurred is not recoverable from the taxation authority, it is recognised as part of the cost of acquisition of*

an asset or as part of an item of expense; or

(ii) for receivables and payables which are recognised inclusive of GST.

The net amount of GST recoverable from, or payable to, the taxation authority is included as part of receivables or payables.

**(t) Foreign Currency**

The financial statements are presented in Australian dollars, and transactions denominated in a foreign currency are converted at the effective exchange rate on the date of the transaction. Exchange gains and losses are reported in the statement of comprehensive income.

**(u) Receivables**

Credit terms for receivables for goods and services are net 45 days for television advertising debtors and 30 days for other debtors. An allowance for doubtful debts, based on a review of all outstanding amounts, is raised at year end. Bad debts are written off during the period in which they are identified.

**(v) Loans**

Bank loans and loans from the Government are recognised at their principal amounts. Interest and borrowing costs are expensed as incurred.

In 2009 the Corporation received a loan of \$15m to offset the cashflow impact of advance payments required for sporting events rights and to fund infrastructure works related to digital broadcasting. In 2002, the Corporation received \$24m of loan funding to refinance the balance of an existing loan - see note 12(a).

**(w) Finance Costs**

All finance costs are expensed as incurred. The Corporation, under its lease agreement at Federation Square, has an obligation to restore ("makegood") leasehold improvements at the end of the lease term. This obligation is recognised as a liability for the cost of restoration at the end of the term, and is discounted to its net present value. The increase in the net present value through the passage of time, or "unwinding" of the discounted value", is recognised as a finance cost - see note 5(f)(i).

**(x) Trade Creditors**

Creditors and accruals are recognised at their nominal amounts, being the amounts at which the liabilities will be settled. Liabilities are recognised

to the extent that the goods or services have been received, irrespective of having been invoiced. Settlement is usually made net 30 days.

**(y) Comparative figures**

Comparative figures are, where applicable, restated to reflect the current year presentation of the financial statements.

**(z) Leases**

A distinction is made between finance leases and operating leases. Finance leases effectively transfer from the lessor to the lessee substantially all the risks and benefits incidental to ownership of leased non-current assets. An operating lease is a lease that is not a finance lease. In operating leases, the lessor effectively retains substantially all such risks and benefits. Operating lease payments are expensed on a straight line basis which is representative of the pattern of benefits derived from the leased assets.

**(aa) Rounding**

The financial statements are presented with values rounded to the nearest thousand dollars unless otherwise specified.

## 2. Adoption of new Australian Accounting Standards

**Adoption of new Australian Accounting Standard requirements**

Of the new standards, amendments to standards and interpretations issued by the Australian Accounting Standards Board that are applicable in 2009-10, none has been assessed as having a material financial impact on the Corporation and its controlled entities.

- AASB 101 "Presentation of Financial Statements" and AASB 1049 "Whole of Government and General Government Sector Financial Reporting". This standard introduces the notion of a 'complete set of financial statements', which alters the structure of the financial statements and replaces the balance sheet with a statement of financial position and replaces the income statement with a statement of comprehensive income. The statement of comprehensive income includes all income and expense items, including those previously recognised in equity, such as asset revaluation increments. The Corporation has elected to retain the 'balance sheet' consistent

with the requirements of the Finance Minister's Orders (FMOs).

As a result of this standard, AASB 2007-8 Amendments to Australian Accounting Standards arising from AASB 101 and AASB 2008-9 Amendments to AASB 1049 for Consistency with AASB 101 were also issued and apply to reporting periods beginning on or after 1 January 2009 and have been adopted, as appropriate.

- AASB 2007-6 Amendments to Australian Accounting Standards arising from AASB 123 and AASB 2009-1 Amendments to Accounting for Borrowing Costs of Not-for-Profit Public Sector Entities. AASB 2007-6 removed the option of expensing borrowing costs related to the qualifying assets of for profit entities. Not-for-profit public sector entities may elect to recognise borrowing costs as expenses in the period in which they are incurred regardless of how the borrowings are applied. AASB 2009-1 includes the option for not-for profit public sector entities to expense borrowing costs that are directly attributable to the acquisition, construction or production of a qualifying asset. This amendment has not impacted on the Corporation in 2010, however the Corporation is now required to expense borrowing costs in accordance with the standard and the requirements of the FMOs.
- AASB 2008-5 Amendments to Australian Accounting Standards arising from the Annual Improvements Project [AASB 5, 7, 101, 102, 107, 108, 110, 116, 118, 119, 120, 123, 127, 128, 129, 131, 132, 134, 136, 138, 139, 140, 141, 1023 and 1038]. These amendments are mandatory for reporting periods beginning on or after 1 January 2009. There are many changes that affect a number of standards. The changes applicable to the Corporation include amending the classification requirements of current assets and current liabilities to be when assets are expected to be realised within 12 months and liabilities expected to be settled within 12 months and have been incorporated in the financial statements, as appropriate.
- ASB 2009-2 Amendments to Australian Accounting Standards – Improving Disclosures about Financial Instruments arising from AASB 7. The amendment to the standard requires additional disclosure on the fair value measurement of financial instruments, including disclosure within a three-level hierarchy including quoted prices in active markets, valuation methodology using

inputs observable in active markets and valuation methodology using unobservable inputs (specific additional disclosure is also required for this level). Enhanced disclosure on liquidity risk is required, primarily a separate liquidity risk analysis for derivative and non-derivative financial liabilities. It applies to reporting periods starting on or after 1 January 2009 and has been incorporated in the financial statements, as appropriate.

#### **Future Australian Accounting Standard requirements**

The following new standards, amendments to standards or interpretations have been issued by the AASB but are effective for future reporting periods. It is estimated that the impact of adopting these pronouncements, when effective, will not have a material financial impact on the Corporation's financial statements.

- AASB 9 "*Financial Instruments*" is the first part of Phase 1 of the International Accounting Standards Board's project to replace IAS 39 "*Financial Instruments: Recognition and Measurement*" (AASB 139 "*Financial Instruments: Recognition and Measurement*"). This standard will apply to reporting periods beginning on or after 1 January 2013. The standard will include changes to classification and measurement, impairment methodology and hedge accounting measures including reducing the categories of financial assets to two: amortised cost and fair value. The Corporation will be required to classify its held-to-maturity investments and loans and receivables at "amortised cost". The Corporation has elected not to early adopt this standard to be consistent with the current FMOs.
- AASB 2009-11 Amendments to the Australian Accounting Standards arising from AASB 9 [AASB 1, 3, 4, 5, 7, 101, 102, 108, 112, 118, 121, 127, 128, 131, 132, 136, 139, 1023, 1038 and Interpretations 10 and 12]. The amendments to these standards arise from the issue of AASB 9 "*Financial Instruments*" as discussed above that sets out requirements for the classification and measurement of financial assets. This standard applies to annual reporting periods beginning on or after 1 January 2013. As the Corporation has chosen not to early adopt AASB 9 the amendments to these standards will also not be early adopted.
- AASB 124 "*Related Party Disclosures*". This standard will apply to reporting periods beginning

on or after 1 January 2011. The standard has been modified to simplify and clarify the definition of a related party and partial exemptions have been included for government-related entities. The Corporation has chosen not to early adopt this standard to remain consistent with the current FMOs.

- AASB 2009-5 Further Amendments to Australian Accounting Standards arising from the Annual Improvements Process. This amendment provides for changes to presentation, disclosure, recognition and measurement to a number of standards. The main changes affecting the Corporation include changes to AASB 117 "Leases" which requires leases that include both land and buildings elements to be assessed separately for classification of each element as a finance lease or an operating lease while changes to AASB 107 "Statement of Cash Flows" require only expenditures that result in a recognised asset in the balance sheet to be classified as investing activities. This standard is applicable to reporting periods beginning on or after 1 January 2011. The Corporation has chosen not to early adopt this standard to remain consistent with the current FMOs.
- AASB 2010-4 Further Amendments to the Australian Accounting Standards arising from the Annual Improvements Project [AASB 1, 7, 101, 134 and Interpretation 13]. The main amendments that affect the Corporation include removing the requirement to disclose each item of other comprehensive income in the statement of changes in equity and to disclose only other comprehensive income and changes to the fair value measurement of award credits under customer loyalty programmes. The amendments are applicable for reporting periods beginning on or after 1 January 2011. The Corporation has elected not to early adopt this standard to remain consistent with the current FMOs.

There are other changes proposed to the Australian Accounting Standards but these are not expected to have a material impact on the Corporation's reporting in future periods.

### 3. Economic dependency

The economic entity is dependent on Parliamentary appropriations to be viable as a going concern. It is an Australian Government controlled entity. The objective of the economic entity is to meet the following outcome:

**Outcome 1: Provide multilingual and multicultural services that inform, educate and entertain all Australians and in so doing reflect Australia's multicultural society.**

### 4. Events after balance sheet date

No event has occurred after balance sheet date that has impacted materially (financial or otherwise) on the Corporation and its controlled entities.

## 5. Operating expenses

	Consolidated		Corporation	
	2010	2009	2010	2009
<b>5(a) Employee benefits and average staffing level</b>				
<b>Average staffing level</b>				
The average staffing levels for the consolidated entity and the Corporation during the year were	849	809	834	809
Notes	Consolidated		Corporation	
	2010 \$'000	2009 \$'000	2010 \$'000	2009 \$'000
<b>Employee benefits</b>				
Wages and salaries	65,301	59,136	64,321	59,136
Superannuation (Defined Contribution Plans)	1(l) 1(k)	9,458 8,894	9,078 8,639	9,458 8,894
Leave and other entitlements				8,639
<b>Total basic remuneration for services provided</b>	<b>83,653</b>	<b>76,853</b>	<b>82,673</b>	<b>76,853</b>
<b>Other employee benefits</b>				
Separations and redundancies	4,036	114	4,036	114
<b>Total employee benefits</b>	<b>87,689</b>	<b>76,967</b>	<b>86,709</b>	<b>76,967</b>

### 5(b) Executive remuneration

“Senior executives” are persons engaged by the economic entity who are concerned in, or take part in, the management of the Corporation or economic entity, other than those who are also directors of the Corporation, whose remuneration is included in note 5(c).

	Consolidated		Corporation	
	2010	2009	2010	2009
<b>Senior executives</b>				
Total remuneration in respect of senior executives:	\$1,950,720	\$2,349,187	\$1,950,720	\$2,349,187

5(b) Executive remuneration (Cont.)

Senior executives			
Economic entity		Corporation	
2010 Number	2009 Number	2010 Number	2009 Number

The number of senior executives whose total remuneration was between:

less than \$145,000 *	-	-	-	-
\$220,000 - \$234,999	1	-	1	-
\$235,000 - \$249,999	-	1	-	1
\$250,000 - \$264,999	-	1	-	1
\$265,000 - \$279,999	-	1	-	1
\$280,000 - \$294,999	-	2	-	2
\$310,000 - \$324,999	1	1	1	1
\$325,000 - \$339,999	2	1	2	1
\$340,000 - \$354,999	1	1	1	1
\$385,000 - \$399,999	1	-	1	-

\* Excluding acting arrangements and part-year service.

**Total expenses recognised in relation to Senior Executive employment**

Short-term employee benefits:

Salary (including accrued annual leave)	\$1,418,822	\$1,679,247	\$1,418,822	\$1,661,225
Performance bonus	\$180,377	-	\$180,377	-
Other short-term allowances	\$144,973	\$248,498	\$144,973	\$266,520
<b>Total short-term employee benefits</b>	<b>\$1,744,172</b>	<b>\$1,927,745</b>	<b>\$1,744,172</b>	<b>\$1,927,745</b>
Superannuation (post-employment benefits)	\$179,718	\$387,740	\$179,718	\$387,740
Other long-term benefits	\$26,830	\$33,702	\$26,830	\$33,702
<b>Total</b>	<b>\$1,950,720</b>	<b>\$2,349,187</b>	<b>\$1,950,720</b>	<b>\$2,349,187</b>



5(b) Executive remuneration (Cont.)

Salary packages for senior executives

Average annualised remuneration packages for senior executives

	As at 30 June 2010			As at 30 June 2009		
	Number	Base salary	Total remuneration package **	Number	Base salary	Total remuneration package **
less than \$145,000 *	-	-	-	-	-	-
\$250,000 - \$264,999	-	-	-	1	\$189,009	\$264,500
\$280,000 - \$294,999	-	-	-	1	\$233,945	\$293,250
\$295,000 - \$309,999	2	\$240,918	\$301,990	-	-	-
\$310,000 - \$324,999	1	\$257,615	\$322,920	3	\$236,059	\$312,800
\$325,000 - \$339,999	1	\$224,232	\$330,096	1	\$164,038	\$333,500
\$340,000 - \$354,999	1	\$192,306	\$346,840	-	-	-
\$370,000 - \$384,999	-	-	-	1	\$254,130	\$382,500
\$385,000 - \$399,999	1	\$219,467	\$396,000	1	\$217,861	\$390,000

\* Excluding acting arrangements and part-year service.

\*\* Non-salary elements available to senior executives include:

- (a) Performance bonus
- (b) Living away from home allowance
- (c) Superannuation

5(c) Remuneration of directors and related party disclosures

Directors

Remuneration of directors includes the remuneration of senior executives who are also directors of the Corporation (excluding acting arrangements). It does not include remuneration of directors of the Corporation's controlled entities MST Ltd and PAN TV Ltd, whose remuneration is reported as senior executives in note 5(b). They received no additional remuneration from MST Ltd or PAN TV Ltd for their duties in relation to the controlled entities.

	Consolidated		Corporation	
	2010	2009	2010	2009
Total remuneration in respect of directors:	\$798,869	\$723,376	\$798,869	\$723,376

5(c) Remuneration of directors and related party disclosures (Cont.)

Directors			
Economic entity		Corporation	
2010 Number	2009 Number	2010 Number	2009 Number

The number of directors whose total remuneration was between:

Nil - \$14,999	1	2	1	2
\$15,000 - \$29,999	5	5	5	5
\$30,000 - \$44,999	2	1	2	1
\$45,000 - \$59,999	1	1	1	1
\$495,000 - \$509,999	-	1	-	1
\$525,000 - \$539,999	1	-	1	-

The following persons held positions as directors of the Corporation during 2009-10:

Joseph Skrzynski AO (Chairman from 17 December 2009)	Eleni Beredet-Samuel
Carla Zampatti AC (ceased as Chairman & Director on 16 December 2009)	Jillian Broadbent AO
Gerald Stone (Deputy Chairman)	Robert Cronin
Shaun Brown (Managing Director)	Bulent Hass Dellal OAM - began 3 June 2010
Patricia Azarias	Christopher Pearson

**Transactions with other related parties**

Transactions with other related parties are disclosed in the relevant notes. Unless otherwise stated, transactions between related parties are on normal commercial terms and conditions, which are no more favourable than those available to other parties.

Notes	Consolidated		Corporation	
	2010 \$'000	2009 \$'000	2010 \$'000	2009 \$'000
<b>5(d) Suppliers</b>				
<b>Goods</b>				
Amortisation of program acquisitions	1(q)	<b>16,419</b>	9,914	<b>16,322</b>
Amortisation of commissioned programs	1(q)	<b>25,002</b>	20,499	<b>25,002</b>
Other program purchases		<b>26,866</b>	9,885	<b>26,866</b>
Materials and minor items		<b>3,632</b>	3,737	<b>3,632</b>
Office supplies		<b>1,289</b>	1,152	<b>1,289</b>
<b>Sub-total goods</b>		<b>73,208</b>	45,187	<b>73,111</b>
				45,187



	Notes	Consolidated		Corporation		
		2010 \$'000	2009 \$'000	2010 \$'000	2009 \$'000	
<b>5(d) Suppliers (Cont.)</b>						
<b>Services</b>						
Broadcasting facilities		79,496	76,853	79,496	76,853	
Administrative expenses		35,832	34,325	33,438	34,322	
Operating lease rentals	(ii)	2,310	2,174	2,310	2,174	
Workers' compensation premiums		278	245	278	245	
Analogue extensions	1(j)	6,669	6,519	6,669	6,519	
Contract staff	1(l)	14,681	12,548	14,681	12,548	
Production services		3,269	2,189	3,269	2,189	
Audit fees	(i)	126	105	97	100	
<b>Sub-total services</b>		<b>142,661</b>	<b>134,958</b>	<b>140,238</b>	<b>134,950</b>	
<b>Total goods and services</b>		<b>215,869</b>	<b>180,145</b>	<b>213,349</b>	<b>180,137</b>	
(i) Audit fees						
Fees for services paid or payable to the Auditor-General for auditing the economic entity's financial statements for the reporting period were \$126,100 (2009: \$104,632). No other services were provided during the reporting period.						
Provision of goods - related entities		-	-	-	-	
Provision of goods - external entities		73,208	45,187	73,111	45,187	
Rendering of services - controlled company		-	-	1,791	-	
Rendering of services - other related entities		2,125	1,316	2,096	1,311	
Rendering of services - external entities		137,948	131,223	133,763	131,220	
<b>Sub-total supplier expenses</b>		<b>213,281</b>	<b>177,726</b>	<b>210,761</b>	<b>177,718</b>	
Operating lease rentals	(ii)	2,310	2,174	2,310	2,174	
Workers' compensation premiums		278	245	278	245	
<b>Total goods and services</b>		<b>215,869</b>	<b>180,145</b>	<b>213,349</b>	<b>180,137</b>	
(ii) Operating lease rentals comprise minimum lease payments only.						
<b>5(e) Depreciation and amortisation</b>						
<b>Depreciation</b>						
Infrastructure, plant and equipment		5,049	3,504	4,981	3,504	
Buildings		2,229	2,163	2,229	2,163	
<b>Total depreciation</b>		<b>7,278</b>	<b>5,667</b>	<b>7,210</b>	<b>5,667</b>	
<b>Amortisation</b>						
Intangibles – contract rights (controlled company)	10(c)	26	-	-	-	
Intangibles – computer software		919	819	919	819	
<b>Total amortisation</b>		<b>945</b>	<b>819</b>	<b>919</b>	<b>819</b>	
<b>Total depreciation and amortisation</b>		<b>8,223</b>	<b>6,486</b>	<b>8,129</b>	<b>6,486</b>	



5(e) Depreciation and amortisation (Cont.)

Notes	Consolidated		Corporation	
	2010 \$'000	2009 \$'000	2010 \$'000	2009 \$'000
The aggregate amounts of depreciation and amortisation expensed for each class of depreciable asset are as follows:				
Buildings on freehold land	1,535	1,534	1,535	1,534
Leasehold improvements	694	629	694	629
Plant and equipment	5,049	3,504	4,981	3,504
Intangibles - computer software	919	819	919	819
Intangibles - contract rights (controlled company)	26	—	—	—
<b>Total depreciation and amortisation</b>	<b>8,223</b>	<b>6,486</b>	<b>8,129</b>	<b>6,486</b>

5(f) Finance costs

Loans from Government	12(a)	1,184	706	1,184	706
Unwinding of discount	(i)	70	72	70	72
Other interest payments	(ii)	65	—	—	—
<b>Total finance costs expense</b>					
		<b>1,319</b>	<b>778</b>	<b>1,254</b>	<b>778</b>

- (i) The “unwinding of discount” relates to the increase in provision for restoration costs (“makegood” leasehold improvements at Federation Square, at the end of the lease term), as the discounted net present value increases, through the passage of time.
- (ii) Other interest payments relate to finance costs relating to advances received by the Corporation’s subsidiary to start up a new arts channel.

5(g) Write-down and impairment of assets

<b>Financial assets</b>					
Write-down of investment in PAN TV Ltd	(i)	258	—	—	—
Receivables					
Goods and services - bad debts written off					
	160	53	160	53	
<b>Sub-total write-down of financial assets</b>		<b>418</b>	<b>53</b>	<b>160</b>	<b>53</b>
<b>Non-financial assets</b>					
Plant and equipment – write-offs	1(p)	166	128	108	128
<b>Sub-total write-down of non-financial assets</b>		<b>166</b>	<b>128</b>	<b>108</b>	<b>128</b>
<b>Total write-down and impairment of assets</b>		<b>584</b>	<b>181</b>	<b>268</b>	<b>181</b>

5(g) Write-down and impairment of assets (Cont.)

**Impairment testing of cash-generating units containing goodwill**

For the purpose of impairment testing, there is one cash-generating unit (CGU) to which each goodwill component has been allocated - for each goodwill recognised on two separate business acquisitions (in 2009 and 2010).

In line with AASB 136 *"Impairment of Assets"*, goodwill of \$2.254m (recognised on acquisition of PAN TV Ltd by the Corporation's controlled entity MST Ltd) has been assessed as the fair value of the PAN TV Ltd's net assets less costs to sell. Goodwill of \$9.243m (recognised on purchase of a business unit in 2009) has been assessed on the basis of its "value in use" or net future cash inflows generated by its CGU. Goodwill has been assessed as not impaired as at 30 June 2010.

## 6. Own-source income

Notes	Consolidated		Corporation	
	2010 \$'000	2009 \$'000	2010 \$'000	2009 \$'000
<b>6(a) Sale of goods and rendering of services</b>				
Provision of goods:				
Sale of programs and merchandise	2,268	1,337	2,268	1,337
Rendering of services	88,442	61,902	84,239	61,902
<b>Total sales of goods and services</b>	<b>90,710</b>	<b>63,239</b>	<b>86,507</b>	<b>63,239</b>
Rendering of services:				
Advertising and sponsorship	77,571	56,907	77,441	56,907
Pay TV subscription revenue	5,864	—	—	—
Production services	4,871	4,341	4,871	4,341
Controlled company	(i) —	—	1,791	300
Associated company	(ii) 136	654	136	354
<b>Total rendering of services</b>	<b>88,442</b>	<b>61,902</b>	<b>84,239</b>	<b>61,902</b>
Provision of goods to:				
Related entities	—	—	—	—
External entities	2,268	1,337	2,268	1,337
<b>Total sale of goods</b>	<b>2,268</b>	<b>1,337</b>	<b>2,268</b>	<b>1,337</b>
Rendering of services to:				
Related entities	832	1,293	2,623	1,293
External entities	87,610	60,609	81,616	60,609
<b>Total rendering of services</b>	<b>88,442</b>	<b>61,902</b>	<b>84,239</b>	<b>61,902</b>
<b>Total sales of goods and services</b>	<b>90,710</b>	<b>63,239</b>	<b>86,507</b>	<b>63,239</b>

(i) In 2010 \$1.791m was paid to the Corporation by its controlled entity PAN TV Ltd, including \$0.750m in management fees (2009: \$0.300m).

(ii) PAN TV Ltd paid \$0.136m (2009: \$0.354m) for service charges prior to acquisition on 4 November 2009.

	Consolidated		Corporation		
	Notes	2010 \$'000	2009 \$'000	2010 \$'000	2009 \$'000
<b>6(b) Interest</b>					
Deposits		2,694	2,525	2,600	2,518
<b>Total interest</b>		<b>2,694</b>	<b>2,525</b>	<b>2,600</b>	<b>2,518</b>

<b>6(c) Other revenue</b>					
Revenue from TV Fund (analogue extensions) and Television Black Spots - Alternative Technical Solutions Program	1(j)	6,669	6,519	6,669	6,519
Miscellaneous revenue		1,168	640	1,168	640
<b>Total other revenue</b>		<b>7,837</b>	<b>7,159</b>	<b>7,837</b>	<b>7,159</b>

<b>6(d) Reversals of previous asset write-downs and impairments</b>					
Financial assets					
Receivables					
Goods and services - adjustment to allowance for doubtful debts	2	4	2	4	
<b>Total reversals of previous asset write-downs and impairments</b>		<b>2</b>	<b>4</b>	<b>2</b>	<b>4</b>

## 7. Revenue from Government

	Consolidated		Corporation		
	Notes	2010 \$'000	2009 \$'000	2010 \$'000	2009 \$'000
Department of Broadband, Communications and the Digital Economy					
CAC Act body payment item		207,141	190,293	207,141	190,293
<b>Total revenue from Government</b>		<b>207,141</b>	<b>190,293</b>	<b>207,141</b>	<b>190,293</b>

## 7. Revenue from Government (Cont.)

Notes	Consolidated		Corporation	
	2010 \$'000	2009 \$'000	2010 \$'000	2009 \$'000
<b>Reconciliation of actual receipts from Government with reported revenue from Government in the statement of comprehensive income</b>				
Receipts from Government	206,981	191,459	206,981	191,459
Plus: Accrual of amounts appropriated in 2010 which will be received in 2011 (relating to the digital television switchover)	524	-	524	-
Less: Unearned revenue from Government	11(b)(i)	(364)	(1,166)	(364)
<b>Total revenue from Government</b>	<b>207,141</b>	<b>190,293</b>	<b>207,141</b>	<b>190,293</b>

## 8. Income tax (i)

Notes	Consolidated		Corporation	
	2010 \$'000	2009 \$'000	2010 \$'000	2009 \$'000
<b>8(a) Income tax expense</b>				
<b>Numerical reconciliation between tax expense and pre-tax net profit</b>				
Prima facie income tax expense calculated at 30% of profit	300	155	-	-
Decrease in income tax expense for share of profits of Corporation (non-taxable)	(96)	-	-	-
Increase in income tax expense due to non-deductible expenses	94	-	-	-
Decrease in income tax expense due to non taxable income	(120)	(155)	-	-
Under/(over) provision of income tax in prior year	(79)	-	-	-
<b>Total income tax expense</b>	<b>99</b>	<b>-</b>	<b>-</b>	<b>-</b>

(i) Income tax expenses relate only to the Corporation's controlled entities, MST Ltd and PAN TV Ltd, which are both subject to income tax - see note 1(r).

8(a) Income tax expense (Cont.)

Notes	Consolidated		Corporation	
	2010 \$'000	2009 \$'000	2010 \$'000	2009 \$'000
<b>Income tax expense recognised in the statement of comprehensive income</b>				
Current tax expense :				
Current tax provision	(100)	—	—	—
Under/(over) provision in prior year	(79)	—	—	—
	(179)	—	—	—
<b>Deferred tax expense/ (income)</b>				
Origination and reversal of temporary differences	278	—	—	—
<b>Total deferred tax expense / (income)</b>	<b>278</b>	—	—	—
<b>Total tax expense in the statement of comprehensive income</b>	<b>99</b>	—	—	—

8(b) Current tax payable  
Movements during the year:

Balance at beginning of year	—	—	—	—
Acquired in business combination	509	—	—	—
Current tax provision	(100)	—	—	—
Income tax payments	(324)	—	—	—
Under/(over) provision in prior year	(79)	—	—	—
<b>Balance of current tax payable at end of year</b>	<b>6</b>	—	—	—

**8(c) Deferred tax liabilities/(assets)**  
 Deferred tax liabilities/(assets) are attributable to the following:

Notes	Consolidated		Corporation	
	2010 \$'000	2009 \$'000	2010 \$'000	2009 \$'000
Employee entitlements	(50)	-	-	-
Accruals and other items	(9)	-	-	-
Plant and equipment	16	-	-	-
Prepayments	2	-	-	-
Accrued income	-	-	-	-
Interest receivable	2	-	-	-
Program rights	226	-	-	-
<b>Total net deferred tax liabilities</b>	<b>187</b>	-	-	-
Balance of franking account after taxes and dividends paid during the year	2,207	2,701	-	-

**8(d) Movement in temporary differences**  
 during the year :

	Consolidated			
	Balance 1 July 2009	Acquired in business combination	Recognised in income	Balance 30 June 2010
<b>2010</b>				
Employee entitlements	-	55	5	50
Accruals and other items	-	17	8	9
Plant and equipment	-	19	35	(16)
Prepayments	-	-	2	(2)
Interest receivable	-	-	2	(2)
Program rights	-	-	226	(226)
<b>Net deferred tax assets/(liabilities)</b>	<b>-</b>	<b>91</b>	<b>278</b>	<b>(187)</b>



## 9. Financial assets

Notes	Consolidated		Corporation	
	2010 \$'000	2009 \$'000	2010 \$'000	2009 \$'000
<b>9(a) Cash and cash equivalents</b>				
Cash on hand or on deposit	<b>18,018</b>	15,921	<b>16,886</b>	15,814
<b>Total cash and cash equivalents</b>	<b>18,018</b>	15,921	<b>16,886</b>	15,814
<b>9(b) Trade and other receivables</b>				
<b>Goods and services</b>				
Goods and services - controlled companies	-	-	<b>1,200</b>	1,200
Goods and services - associated company	-	7	-	7
Goods and services - other related entities	<b>120</b>	-	<b>120</b>	-
Goods and services - external parties	(i) 28,842	12,365	<b>26,593</b>	12,364
<b>Total goods and services receivables</b>	<b>28,962</b>	12,372	<b>27,913</b>	13,571
<b>Department of Broadband, Communications and the Digital Economy</b>				
For existing outputs	<b>524</b>	-	<b>524</b>	-
<b>Other receivables</b>				
Interest receivable	<b>16</b>	11	<b>14</b>	11
Net GST receivable from the Australian Taxation Office	-	2,879	-	2,879
<b>Total trade and other receivables (gross)</b>	<b>29,502</b>	15,262	<b>28,451</b>	16,461
Less impairment allowance account (goods and services)	-	(2)	-	(2)
<b>Total trade and other receivables (net)</b>	<b>29,502</b>	15,260	<b>28,451</b>	16,459
(i) The majority of goods and services receivables relate to advertising agencies and to Pay TV subscription fees.				
Receivables are represented by:				
No more than 12 months	<b>29,502</b>	15,260	<b>27,251</b>	15,259
More than 12 months	-	-	<b>1,200</b>	1,200
<b>Total trade and other receivables (net)</b>	<b>29,502</b>	15,260	<b>28,451</b>	16,459
<b>Total receivables (net)</b>	<b>29,502</b>	15,260	<b>28,451</b>	16,459

9(b) Trade and other receivables (Cont.)

Notes	Consolidated		Corporation					
	2010 \$'000	2009 \$'000	2010 \$'000	2009 \$'000				
Receivables are aged as follows:								
Current (not overdue)	28,893	14,009	27,842	15,208				
Overdue by:								
- 0 to 30 days	277	547	277	547				
- 30 to 60 days	122	286	122	286				
- 61 to 90 days	88	158	88	158				
- more than 90 days	122	262	122	262				
	609	1,253	609	1,253				
<b>Total receivables (gross)</b>	<b>29,502</b>	<b>15,262</b>	<b>28,451</b>	<b>16,461</b>				
The impairment allowance account (nil in 2010) is aged as follows:								
Overdue by:								
- more than 90 days	-	2	-	2				
<b>Total impairment allowance account</b>	<b>-</b>	<b>2</b>	<b>-</b>	<b>2</b>				
Reconciliation of the impairment allowance account								
Movements in relation to the financial period (goods and services)								
Opening Balance	2	7	2	7				
Amounts written off	(2)	-	(2)	-				
Amounts recovered and reversed	-	(5)	-	(5)				
New	-	-	-	-				
<b>Closing Balance</b>	<b>-</b>	<b>2</b>	<b>-</b>	<b>2</b>				
<b>9(c) Investments</b>								
Term deposits	(i)	35,498	28,370	34,598				
<b>Total investments</b>		<b>35,498</b>	<b>28,370</b>	<b>34,598</b>				
<b>Total investments</b>		<b>35,498</b>	<b>28,370</b>	<b>28,370</b>				
(i)	The economic entity has a series of investments with banks and other financial institutions. The Corporation's investments are made under s18 of the CAC Act. Its controlled entities, MST Ltd and PAN TV Ltd, are incorporated under the Corporations Law, and are not subject to s18 of the CAC Act.							
In 1999-2000, the Corporation received revenue from the TV Fund to provide analogue extensions to regional Australia to 2012. In 2005 the Corporation received \$4.606m to extend analogue services to regions with a population of 3,000 to 5,000, and \$0.125m under the Commonwealth's Television Black Spots - Alternative Technical Solutions Program. In 2008 the Corporation received an additional \$0.125m under the Commonwealth's Television Black Spots - Alternative Technical Solutions Program. The amounts received, including interests accrued on these amounts, have been invested in term deposits. Refer also to note 1(j).								
Investments are expected to be recovered in:								
No more than 12 months	7,352	6,600	7,352	6,600				
More than 12 months	28,146	21,770	27,246	21,770				
<b>Total investments</b>	<b>35,498</b>	<b>28,370</b>	<b>34,598</b>	<b>28,370</b>				

**9(d) Other investments****(i) Investment in controlled entities**

The Corporation subscribed for 5 shares (\$1 each) in MST Ltd in 1994-95. MST Ltd is a wholly owned subsidiary of SBS Corporation. It was incorporated for the purpose of the Corporation's involvement in Pay TV. No dividend was distributed by MST Ltd in 2010 (2009: nil).

On 4 November 2009 MST Ltd fully acquired PAN TV Ltd. The acquisition has been accounted for in line with AASB 3 "Business Combinations", and consolidated in line with that standard. Prior to 4 November 2009, PAN TV Ltd was accounted for using the equity method. MST Ltd received dividends of \$0.855m from PAN TV Ltd on acquisition.

Goodwill and other information relating to the business combination are disclosed below.

Name of entity	Country of incorporation	Interest of Corporation		Contributions to consolidated surplus	
		2010	2009	2010 \$'000	2009 \$'000
<b>Parent Entity</b> SBS Corporation	Australia			<b>320</b>	3,489
<b>Directly controlled by SBS Corporation</b> PAN TV Ltd MST Ltd	Australia Australia	100% 100%	40% 100%	442 139	– 517
				<b>901</b>	4,006

The Corporation acquired 100% ownership of PAN TV Ltd on 4 November 2009 (through its fully owned subsidiary MST Ltd). It previously owned 40% of its issued capital.

PAN TV Ltd is a provider of media services within the subscription TV industry. By obtaining control of the company, the Corporation will continue to expand its services beyond the Free-To-Air TV platform, and will reduce costs through economies of scale.

The fair value of the total consideration paid is \$5.717m, consisting of \$4.717m in cash and \$1m for a contingent liability. This contingent liability is dependent on the timing of contract renewals (anticipated by the end of 2011) and has been prepaid in an escrow account under the terms of the share sale deed. The amount is reimbursable if the contingent event doesn't occur by a certain date. This is not considered probable. The amount has been recognised as a liability.

The fair value of the equity interest of the Corporation at acquisition date (4 November 2009) has been assessed at \$3.811m having regard to the consideration paid to the outgoing shareholders. The carrying value of the investment has been written down to its fair value (by \$0.258m) from \$4.069m.

A profit of \$0.442m for 2010 has been included in the consolidated statement of comprehensive income for all profits from PAN TV Ltd from the date of acquisition. MST Ltd's profits of \$0.139m includes its share of \$0.402m profits from PAN TV Ltd (40%) up to the date of acquisition, less the write-down of the investment to its fair value at acquisition date (\$0.258m). PAN TV Ltd's actual profits for 2010 is \$1.472m.

**Goodwill**

An amount of \$2.254m has been recognised as goodwill, being the excess of (a) the consideration paid for 60% of the remaining shares not previously held by the Corporation (\$5.717m), plus the fair value of the 40% equity

interest held by the Corporation at acquisition date (\$3.811m), over (b) the fair value of the net assets of PAN TV Ltd on acquisition date (\$7.274m).

The goodwill is largely due to the synergies and economies of scale anticipated on combining the operations of the Corporation and PAN TV Ltd, and obtaining sole control to provide various media services (content distribution on several platforms) which will complement each other.

The amounts of assets and liabilities of PAN TV Ltd recognised as of acquisition date are:

	As at 4 November 2009
	\$'000
<b>Assets</b>	
Cash	1,001
Prepayments	30
Receivables	1,176
Loan	4,917
Deferred income tax asset	91
Plant and equipment	616
Intangible assets	353
<b>Total Assets</b>	<b>8,184</b>
<b>Liabilities</b>	
Creditors	253
Employee entitlements	148
Current tax liability	509
<b>Total Liabilities</b>	<b>910</b>
<b>Net Assets</b>	<b>7,274</b>

(ii) The intangible assets relate to an independent valuation of PAN TV's trademark and contract rights assets as at the date of acquisition - see note 10(d).

(iii) **Investment in associated company and equity information (to 4 November 2009).**

Name of entity	Principal Activity	Ownership Interest		Balance date	
		2010	2009		
PAN TV Ltd	Production and delivery of media services	100 %	40%	30 June 2010	30 June 2009

The Corporation's controlled entity (MST Ltd) subscribed for 220,000 shares in PAN TV Ltd in 1994-95, the subscription price deemed to be paid in consideration for a range of services provided by the economic entity to PAN TV Ltd. The purchase consideration for the shares acquired was valued at \$3,667,333 having regard to the price paid by the other investing partners in PAN TV Ltd in acquiring their shares.

The range of services valued at \$3,667,333 have been fully provided by the Corporation to PAN TV Ltd on behalf of MST Ltd. This amount was initially shown as a receivable by the Corporation from its controlled entity, MST Ltd, and has been reduced to \$1.200m as at 30 June 2010. The amount receivable is eliminated on consolidation.

PAN TV Ltd currently provides two channels ("World Movies" and "STVDIO") to Foxtel and Austar under distribution agreements. The equity accounted value of this investment as at 4 November 2009 was \$4.069m prior to write-down to fair value of \$3.811m. In 2010, PAN TV Ltd's results were equity accounted to 4 November 2009 and fully consolidated from that date.



	To 4 November	2009
	\$'000	\$'000
<b>Costs</b>		
Carrying amount of investment in associated company (at cost)	3,667	3,667
	3,667	3,667
<b>Equity</b>		
Carrying amount of investment in associated company (at cost)	3,667	3,667
Plus/less share of retained profits/(losses)	402	855
Write-down of investment to fair value	(258)	-
<b>Equity-accounted amount of investment</b>	3,811	4,522
Share of associate's operating profit before income tax	574	811
Share of income tax expense attributable to operating profit	(172)	(293)
<b>Share of operating profit after income tax</b>	402	518
<b>Accumulated results attributable to associate</b>		
1 July	855	337
<b>4 November 2009 (30 June 2009)</b>	402	855
<b>Movement in the equity accounted investment in associated company</b>		
Investment in associated company 1 July	4,522	4,004
Share of operating profit/(loss) after income tax	402	518
Dividends received from associated company	(855)	-
Write-down of investment to fair value	(258)	-
<b>Investment in associated company 4 November 2009 (30 June 2009)</b>	3,811	4,522

(iv) **Investment in joint venture company and equity information**

**National DAB Licence Company Ltd**

In 2009, the Corporation and the Australian Broadcasting Corporation (ABC) formed a joint venture company "National DAB Licence Company Ltd" (50% interest each) to purchase and manage the "category 3" Digital Radio multiplex transmitter licence for digital radio broadcasting.

Contracts for digital radio transmission and distribution are entered into by the Corporation in its own name. These commitments are included in the schedule of commitments. At 30 June 2010 the joint venture company had not made, nor is expected to make, any material profit/(loss). The owners make a contribution each year in proportion to their shareholdings. These costs do not constitute a contribution of capital and have been expensed in the Corporation's statement of comprehensive income. As at 30 June 2010 National DAB Licence Company Ltd's net assets was \$581 (2009: \$Nil), revenues of \$15,007 (2009: \$Nil) and a profit of \$579 (2009: \$Nil). The equity accounted value of the Corporation's share of this investment in 2010 is \$290 (2009: \$Nil). The Corporation's two nominated Directors (one of whom was Chairman in 2010) receive no benefit or remuneration from the company.

**Freeview Australia Ltd**

The Corporation also contributes towards the operational costs of Freeview Australia Ltd in proportion to its shareholding. The Corporation holds 160 \$1 shares (16%) in Freeview Australia Ltd. No material income is expected from these contributions. These costs do not constitute a contribution of capital and have been

expensed in the Corporation's statement of comprehensive income. As at 30 June 2010, Freeview Australia Ltd's net liabilities were \$0.001m (2009: net assets of \$0.138m), revenues of \$3.850m (2009: \$2.635m), and \$Nil profit (2009: \$Nil). The equity accounted value of the Corporation's share of this investment in 2010 is \$160 (2009: \$160). The Corporation's two nominated Directors receive no benefit or remuneration from the company.

## 10. Non-financial assets

	Notes	Consolidated		Corporation	
		2010 \$'000	2009 \$'000	2010 \$'000	2009 \$'000
<b>10(a) Land and buildings</b>					
<b>Freehold land</b>					
Freehold land (at fair value)	10(d)	21,250	21,250	21,250	21,250
<b>Total freehold land</b>		<b>21,250</b>	<b>21,250</b>	<b>21,250</b>	<b>21,250</b>
<b>Buildings on freehold land</b>					
Buildings (at fair value)	10(d)	40,389	39,900	40,389	39,900
Less accumulated depreciation		(4,582)	(3,047)	(4,582)	(3,047)
<b>Total buildings on freehold land</b>		<b>35,807</b>	<b>36,853</b>	<b>35,807</b>	<b>36,853</b>
<b>Leasehold improvements</b>					
Leasehold improvements (at fair value)	10(d)	6,672	6,485	6,672	6,485
Less accumulated amortisation		(1,323)	(629)	(1,323)	(629)
<b>Total leasehold improvements</b>		<b>5,349</b>	<b>5,856</b>	<b>5,349</b>	<b>5,856</b>
<b>Total land and buildings (non-current)</b>	10(d)	<b>62,406</b>	<b>63,959</b>	<b>62,406</b>	<b>63,959</b>
<b>10(b) Plant and equipment</b>					
Plant and equipment (at fair value)	10(d)	56,886	45,846	56,095	45,846
Less accumulated depreciation		(28,057)	(23,959)	(27,861)	(23,959)
<b>Total plant and equipment (non-current)</b>		<b>28,829</b>	<b>21,887</b>	<b>28,234</b>	<b>21,887</b>
<b>10(c) Intangible assets</b>					
Goodwill	(i)	11,497	9,243	9,243	9243
Trademark (controlled entity - at fair value)	(i)	112	-	-	-
Less accumulated amortisation		-	-	-	-
		<b>112</b>	-	-	-
Contract rights (controlled entity - at fair value)	(i)	241	-	-	-
Less accumulated amortisation		(25)	-	-	-
		<b>216</b>	-	-	-
Computer software (at cost)		7,928	7,412	7,909	7,412
Less accumulated amortisation		(4,466)	(3,549)	(4,465)	(3,549)
		<b>3,462</b>	<b>3,863</b>	<b>3,444</b>	<b>3,863</b>
<b>Total intangible assets (non-current)</b>		<b>15,287</b>	<b>13,106</b>	<b>12,687</b>	<b>13,106</b>

10(c) Intangible assets (Cont.)

(i) Intangibles relating to goodwill

In 2010, the consolidated entity recognised additional goodwill of \$2.254m following the purchase of the remaining 60% issued capital of PAN TV Ltd by the Corporation's controlled entity, MST Ltd (which previously owned 40% of PAN TV Ltd's issued capital) - see note 9(d).

Goodwill is not amortised but is assessed annually for impairment (based on the net present value of future net cash inflows). In 2010, the amount of goodwill recognised was reviewed and assessed as not impaired.

An independent valuer (see note 9(d)(ii) and 10(d)) also valued the identifiable assets of PAN TV on acquisition as \$0.353m (\$0.112m for trademark, and \$0.241m for contract rights). Trademark is not amortised as it has an indefinite useful life, but is assessed annually for impairment. The amortisation of contract rights for the period since acquisition is \$0.025m.

In 2009, the Corporation recognised goodwill of \$9.243m following the restructure of the media representation function of the Corporation (previously outsourced) and the resulting acquisition of a business unit. In line with AASB 3 "Business Combinations", goodwill was recognised as the difference between the consideration paid and the fair value of identifiable net assets which was nil.

**Reconciliation of the opening and closing balances of intangibles**

	2009-10			2008-09		
	Goodwill \$'000	Other Intangibles \$'000	Total \$'000	Goodwill \$'000	Other Intangibles \$'000	Total \$'000
<b>As at 1 July</b>						
Gross Book Value	9,243	7,412	16,655	-	6,515	6,515
Accumulated depreciation/ amortisation	-	(3,549)	(3,549)	-	(2,851)	(2,851)
<b>Opening net book value</b>	<b>9,243</b>	<b>3,863</b>	<b>13,106</b>	-	3,664	3,664
Additions						
- by purchase	-	519	519	-	1,031	1,031
- from acquisition of entities or operations	2,254	353	2,607	9,243	-	9,243
Revaluations recognised in other comprehensive income (equity)	-	-	-	-	-	-
Amortisation expense	-	(945)	(945)	-	(819)	(819)
Disposals						
From disposal of operations	-	-	-	-	-	-
Other disposals	-	-	-	-	(13)	(13)
<b>Net book value as at 30 June</b>	<b>11,497</b>	<b>3,790</b>	<b>15,287</b>	<b>9,243</b>	<b>3,863</b>	<b>13,106</b>
<b>Net book value is represented by:</b>						
Gross Book Value	11,497	8,281	19,778	9,243	7,412	16,655
Accumulated depreciation/ amortisation	-	(4,491)	(4,491)	-	(3,549)	(3,549)
<b>Closing net book value</b>	<b>11,497</b>	<b>3,790</b>	<b>15,287</b>	<b>9,243</b>	<b>3,863</b>	<b>13,106</b>

10(d) Analysis of property, plant and equipment, and intangibles (Consolidated)

Reconciliation of the opening and closing balances of property, plant and equipment, and intangibles  
(2009-10)

	Land \$'000	Buildings \$'000	Total Land and Buildings \$'000	Plant & equipment \$'000	Intangibles see 10(c) \$'000	Total \$'000
<b>As at 1 July 2009</b>						
Gross Book Value	21,250	46,385	67,635	45,846	16,655	130,136
Accumulated depreciation/ amortisation	–	(3,676)	(3,676)	(23,959)	(3,549)	(31,184)
<b>Opening net book value</b>	<b>21,250</b>	<b>42,709</b>	<b>63,959</b>	<b>21,887</b>	<b>13,106</b>	<b>98,952</b>
Additions						
– by purchase	–	676	676	11,542	519	12,737
– from acquisition of entities or operations	–	–	–	616	2,607	3,223
Depreciation/amortisation expense	–	(2,229)	(2,229)	(5,047)	(945)	(8,221)
Disposals						
From disposal of operations	–	–	–	–	–	–
Other disposals	–	–	–	(169)	–	(169)
<b>Net book value as at 30 June</b>	<b>21,250</b>	<b>41,156</b>	<b>62,406</b>	<b>28,829</b>	<b>15,287</b>	<b>106,522</b>
<b>Net book value is represented by:</b>						
Gross Book Value	21,250	47,061	68,311	56,886	19,778	144,975
Accumulated depreciation/ amortisation	–	(5,905)	(5,905)	(28,057)	(4,491)	(38,453)
<b>Closing net book value</b>	<b>21,250</b>	<b>41,156</b>	<b>62,406</b>	<b>28,829</b>	<b>15,287</b>	<b>106,522</b>

Reconciliation of the opening and closing balances of property, plant and equipment, and intangibles (2008-09)

	Land \$'000	Buildings \$'000	Total Land and Buildings \$'000	Plant & equipment \$'000	Intangibles see 10(c) \$'000	Total \$'000
<b>As at 1 July 2008</b>						
Gross Book Value	21,250	46,256	67,506	67,368	6,515	141,389
Accumulated depreciation/ amortisation	-	(1,512)	(1,512)	(56,881)	(2,851)	(61,244)
<b>Opening net book value</b>	<b>21,250</b>	<b>44,744</b>	<b>65,994</b>	<b>10,487</b>	<b>3,664</b>	<b>80,145</b>
Additions						
- by purchase	-	128	128	12,876	1,031	14,035
- from acquisition of entities or operations	-	-	-	-	9,243	9,243
Revaluations recognised in other comprehensive income (equity)	-	-	-	2,144	-	2,144
Depreciation/amortisation expense	-	(2,163)	(2,163)	(3,504)	(819)	(6,486)
Disposals						
From disposal of operations	-	-	-	-	-	-
Other disposals	-	-	-	(116)	(13)	(129)
<b>Net book value as at 30 June</b>	<b>21,250</b>	<b>42,709</b>	<b>63,959</b>	<b>21,887</b>	<b>13,106</b>	<b>98,952</b>
<b>Net book value is represented by:</b>						
Gross Book Value	21,250	46,385	67,635	45,846	16,655	130,136
Accumulated depreciation/ amortisation	-	(3,676)	(3,676)	(23,959)	(3,549)	(31,184)
<b>Closing net book value</b>	<b>21,250</b>	<b>42,709</b>	<b>63,959</b>	<b>21,887</b>	<b>13,106</b>	<b>98,952</b>

**Independent Revaluations**

All non-current assets of the Corporation are at independent valuation except for intangible assets. In accordance with AASB 116 "Property, Plant and Equipment", intangibles are carried at cost if no active market exists for the Corporation's intangible assets.

In 2010, an independent valuation of PAN TV's identified intangible assets was undertaken as at the date of acquisition (4 November 2009).

The identified intangible assets (trademark and contract rights) were valued at \$0.353m, and undertaken by:

- S. Ferris, Partner, Deloitte Touche Tohmatsu.

In 2009, an independent valuation of all plant and equipment (except intangible assets) was undertaken (as at 30 June 2009). This resulted in a revaluation increment of \$2.144m which was credited to the asset valuation reserve.

In 2008, an independent revaluation of leasehold improvements at Federation Square resulted in a revaluation increment of \$1.289m.

The revaluations have been implemented as follows:

- Plant and equipment were revalued as at 30 June 2009;
- Leasehold improvements were revalued as at 30 June 2008;
- Freehold land was revalued as at 30 June 2007 for Craigieburn; and
- Buildings on freehold land were revalued as at 30 June 2007.

The revaluation for plant and equipment was made at fair value by an independent valuer Anthony Hannah, AAPI (P&M), Certified Practising Valuer, Rushton Valuers Pty Ltd.

The revaluations for land and buildings were completed by independent valuers at fair value:

- J. Armatys, AAPI, Specialist Valuer, Australian Valuation Office - Federation Square, VIC (leasehold improvements).
- G. Nelson, AAPI and A. Saveski, TAAPI, Registered Valuers, Australian Valuation Office - Artarmon, NSW (land and building).
- S. Boyd, AAPI, Certified Practising Valuer, Fitzroys Pty Ltd - Craigieburn, Victoria (land).

An annual assessment is also made each year to ensure that the carrying amount of assets is not materially different from fair valuation as at balance date. In 2010, there were no indicators of impairment for non-financial assets.

	Notes	Consolidated		Corporation		
		2010 \$'000	2009 \$'000	2010 \$'000	2009 \$'000	
<b>10(e) Inventories</b>						
All inventories are current assets.						
<b>Inventories held for distribution</b>						
Purchased program stocks – at cost		38,784	36,392	38,123	36,392	
Less accumulated amortisation	1(q), 5(d)	(26,029)	(25,024)	(25,932)	(25,024)	
		12,755	11,368	12,191	11,368	
Commissioned programs (completed) – at cost		118,571	103,882	118,571	103,882	
Less accumulated amortisation	1(q), 5(d)	(77,132)	(56,081)	(77,132)	(56,081)	
		41,439	47,801	41,439	47,801	
Commissioned programs – in progress		7,816	12,083	7,816	12,083	
<b>Total inventories</b>		<b>62,010</b>	<b>71,252</b>	<b>61,446</b>	<b>71,252</b>	
<b>10(f) Other non-financial assets</b>						
Prepayments		5,996	23,130	5,907	23,130	
Deferred interest rate hedge		55	82	55	82	
<b>Total other non-financial assets</b>		<b>6,051</b>	<b>23,212</b>	<b>5,962</b>	<b>23,212</b>	
Other non-financial assets are represented by:						
No more than 12 months		6,051	23,212	5,962	23,212	
More than 12 months		-	-	-	-	
<b>Total other non-financial assets</b>		<b>6,051</b>	<b>23,212</b>	<b>5,962</b>	<b>23,212</b>	

## 11. Payables

	Notes	Consolidated		Corporation		
		2010 \$'000	2009 \$'000	2010 \$'000	2009 \$'000	
<b>11(a) Suppliers</b>						
Trade creditors and accruals						
Net income tax payable to the Australian Taxation Office	8(b)	24,200	25,619	23,522	25,614	
<b>Total suppliers payables</b>		<b>24,206</b>	<b>25,619</b>	<b>23,522</b>	<b>25,614</b>	
Supplier payables expected to be settled within 12 months						
Related entities		111	-	111	-	
External parties		24,095	25,619	23,411	25,614	
<b>Total suppliers payables</b>		<b>24,206</b>	<b>25,619</b>	<b>23,522</b>	<b>25,614</b>	



Notes	Consolidated		Corporation	
	2010 \$'000	2009 \$'000	2010 \$'000	2009 \$'000
<b>11(b) Other payables</b>				
Prepayments received	2,408	1,255	544	1,255
Unearned revenue from Government	(i) 364	1,166	364	1,166
Net GST payable to the Australian Taxation Office	114	-	114	-
Other deferred revenue	(ii) 22,568	27,812	22,568	27,812
<b>Total other payables</b>	<b>25,454</b>	<b>30,233</b>	<b>23,590</b>	<b>30,233</b>
(i) The unspent portion of revenue from Government received in 2010 to fund the Corporation's conversion to digital transmission is \$0.364m (2009: \$1.166m). In line with Government policy (to fund only the amounts required for the conversion to digital) the unrequired funds have been provided for - to return to the CRF.				
(ii) The Corporation received revenue from the TV Fund to provide analogue extensions to regional Australia to 2012 - see note 9(c)(i). The amounts received, including interest, are recognised as revenue when related expenditure is incurred.				
Total payables are represented by:				
No more than 12 months	9,486	9,022	7,622	9,022
More than 12 months	15,968	21,211	15,968	21,211
<b>Total other payables</b>	<b>25,454</b>	<b>30,233</b>	<b>23,590</b>	<b>30,233</b>

## 12. Interest bearing liabilities

Notes	Consolidated		Corporation	
	2010 \$'000	2009 \$'000	2010 \$'000	2009 \$'000
<b>12(a) Loans</b>				
Loans from Government	(i) 18,052	23,808	18,052	23,808
<b>Total loan liability</b>	<b>18,052</b>	<b>23,808</b>	<b>18,052</b>	<b>23,808</b>
(i) The Corporation received a loan of \$24m from Government on 2 July 2002 to refinance the balance of the Corporation's private sector loan for the construction and enhancement of the premises at Artarmon.				
In 2009 the Corporation received a loan of \$15m to offset the cash flow impact of advance payments required for sporting events rights and to fund infrastructure works related to digital broadcasting.				
Maturity schedule for loans:				
Payable:				
No more than 12 months	5,958	5,799	5,958	5,799
More than 12 months	12,094	18,009	12,094	18,009
<b>Total loan liability</b>	<b>18,052</b>	<b>23,808</b>	<b>18,052</b>	<b>23,808</b>

## 13 . Provisions

Notes	Consolidated		Corporation	
	2010 \$'000	2009 \$'000	2010 \$'000	2009 \$'000
<b>13(a) Employee provisions</b>				
Salaries and wages	1,547	1,148	1,532	1,148
Leave	17,911	16,483	17,743	16,483
Superannuation	466	211	465	211
Separations and redundancies	(i) 3,925	-	3,925	-
<b>Total employee provisions</b>	<b>23,849</b>	<b>17,842</b>	<b>23,665</b>	<b>17,842</b>

(i) Provision is made for separation and redundancy payments to employees identified at the reporting date - see 1(k)(iii).

Employee provisions are represented by:	(ii)			
Current		21,124	15,765	20,940
Non-current		2,725	2,077	2,725
<b>Total employee provisions</b>		<b>23,849</b>	<b>17,842</b>	<b>23,665</b>

(ii) The amount of \$20.940m (consolidated) includes \$5.055m for long service leave liabilities for employees who have reached ten years' service and are entitled to take their leave as at 30 June 2010. Of this amount, \$1.550m is anticipated to be settled within 12 months.

<b>13(b) Other provisions</b>				
Provision for "makegood"	(iii)	1,321	1,252	1,321
<b>Total other provisions</b>		<b>1,321</b>	<b>1,252</b>	<b>1,321</b>

(iii) The Corporation, under its lease agreement at Federation Square, has an obligation to restore ("makegood") leasehold improvements at the end of the lease term. The provision is assessed as the present value of estimated restoration costs upon expiry of the lease in 2017.

## 14. Cash flow reconciliation

Notes	Consolidated		Corporation	
	2010 \$'000	2009 \$'000	2010 \$'000	2009 \$'000
<b>Reconciliation of cash and cash equivalents as per Balance Sheet to Cash Flow Statement</b>				
Report cash and cash equivalents as per:				
Cash Flow Statement	18,018	15,921	16,886	15,814
Balance Sheet	18,018	15,921	16,886	15,814
<b>Reconciliation of operating result to net cash from operating activities</b>				
<b>Net cost of services</b>	(206,543)	(188,805)	(206,821)	(186,804)
Add revenue from Government	207,141	190,293	207,141	190,293
Add share of surplus of associates and joint ventures	402	518	-	-
Less income tax expense	(99)	-	-	-
<b>Operating result</b>	901	4,006	320	3,489
<b>Adjustment for non-cash items</b>				
Depreciation and amortisation of property, plant and equipment	8,222	6,486	8,129	6,486
Decrease / (increase) in payables to suppliers for capital purchases	(1,444)	(2,265)	(1,444)	(2,265)
Decrease / (increase) in payables to suppliers for goodwill	3,600	(5,243)	3,600	(5,243)
Decrease / (increase) in makegood provisions on revaluation (against equity)	-	(101)	-	(101)
Write-down of assets	423	128	108	128
Increase / (decrease) in allowance for doubtful debts	(2)	(5)	(2)	(5)
Increase in interest payable (capitalised against loan)	(11)	53	(11)	53
Increase in interest earned (capitalised against investments)	1,436	1,819	1,472	1,819
(Increase) in revenue prepaid for analogue extensions	(6,670)	(6,519)	(6,670)	(6,519)
Increase in dividends (return on investments)	855	-	-	-
(Gain) / loss on investment in associated company	(402)	(518)	-	-

## 14. Cash flow reconciliation (Cont.)

Notes	Consolidated		Corporation	
	2010 \$'000	2009 \$'000	2010 \$'000	2009 \$'000
<b>Changes in assets and liabilities:</b>				
Decrease in deferred tax asset	86	-	-	-
Decrease / (increase) in receivables	(13,065)	151	(11,990)	152
Decrease / (increase) in inventories	9,241	(17,974)	9,805	(17,974)
Decrease / (increase) in prepayments paid	17,192	(5,500)	17,250	(5,500)
Increase / (decrease) in employee provisions	5,859	1,972	5,823	1,972
Increase / (decrease) in other provisions ("makegood")	70	172	70	172
Increase / (decrease) in supplier payables	(1,665)	7,936	(2,092)	7,936
Increase / (decrease) in tax payables	(311)	-	-	-
Increase / (decrease) in other prepayments received	1,173	134	(596)	134
Increase / (decrease) in provision for return of appropriation	(802)	(257)	(802)	(257)
<b>Net cash from (used by) operating activities</b>	<b>24,686</b>	<b>(15,525)</b>	<b>22,970</b>	<b>(15,523)</b>

## 15. Reporting of outcomes

The Corporation is structured to meet one outcome: Provide multilingual and multicultural services that inform, educate and entertain all Australians and in so doing reflect Australia's multicultural society.

	Outcome 1	
	2010 \$'000	2009 \$'000
<b>Net cost of outcome delivery</b>		
<b>Expenses</b>	<b>313,684</b>	<b>264,658</b>
<b>Income from non-government sector</b>		
Activities subject to cost recovery	-	-
Other	-	-
<b>Total</b>	<b>-</b>	<b>-</b>
<b>Other own-source income</b>	<b>107,141</b>	<b>77,853</b>
<b>Net cost / (contribution) of outcome delivery</b>	<b>206,543</b>	<b>186,805</b>

The net costs shown include intra-government costs that would be eliminated in calculating the actual Budget Outcome.

## 16. Financial Instruments

All the Corporation's financial instruments are held-to-maturity and are not held for sale. No change in fair value has been recognised in profit and loss (statement of comprehensive income). No financial asset was pledged, or held as collateral, in 2010 (nil in 2009).

Notes	Consolidated		Corporation					
	2010 \$'000	2009 \$'000	2010 \$'000	2009 \$'000				
<b>16(a) Categories of financial instruments</b>								
<b>Financial assets</b>								
<u>Loans and receivables</u>								
Cash	9(a)	<b>18,018</b>	15,921	<b>16,886</b>				
Receivables for goods and services (net)	9(b)	<b>29,502</b>	15,260	<b>28,451</b>				
		<b>47,520</b>	31,181	<b>45,337</b>				
<u>Held-to-maturity</u>								
Investments	9(c)	<b>35,498</b>	28,370	<b>34,598</b>				
<b>Carrying amount of financial assets</b>		<b>83,018</b>	59,551	<b>79,935</b>				
<b>Financial liabilities</b>								
<u>At amortised cost</u>								
Loans from Government	12(a)	<b>18,052</b>	23,808	<b>18,052</b>				
Suppliers – trade creditors	11(a)	<b>24,206</b>	25,619	<b>23,522</b>				
<b>Carrying amount of financial liabilities</b>		<b>42,258</b>	49,427	<b>41,574</b>				
<b>16(b) Net income and expense from financial assets</b>								
<u>Held-to-maturity investments</u>								
Interest revenue	6(b)	<b>2,694</b>	2,525	<b>2,600</b>				
<b>Net gain/(loss) held-to-maturity</b>		<b>2,694</b>	2,525	<b>2,600</b>				
<u>Receivables</u>								
Exchange gains/(loss)		<b>(30)</b>	(16)	<b>(30)</b>				
<b>Net gain/(loss) from financial assets (not at fair value through profit and loss)</b>	(i)	<b>2,664</b>	2,509	<b>2,570</b>				
				2,502				
(i)	There were no other gains or losses arising from financial assets other than interest revenue and exchange rate losses.							
<b>16(c) Net income and expense from financial liabilities</b>								
<u>Financial liabilities – at amortised cost</u>								
Interest expense	5(f)	<b>(1,319)</b>	(778)	<b>(1,254)</b>				
<u>Payables</u>								
Exchange gains/(loss)		<b>52</b>	(85)	<b>52</b>				
<b>Net gain/(loss) financial liabilities</b>		<b>(1,267)</b>	(863)	<b>(1,202)</b>				
				(863)				
<u>Net gain/(loss) from financial liabilities (not at fair value through profit and loss)</u>								
	(i)	<b>(1,267)</b>	(863)	<b>(1,202)</b>				
				(863)				
(i)	There were no other gains or losses arising from financial liabilities other than interest paid and exchange rate gains or losses.							

#### 16(d) Fair values of financial instruments

##### Valuation method used for determining the fair value of financial instruments

From 1 July 2009, amendments to AASB 7 "Financial Instruments: Disclosures" require fair value measurements to be in accordance with the following fair value measurement hierarchy (for recognition or disclosure of their fair value):

- Level 1 - quoted prices (unadjusted) in active markets for identical assets or liabilities;
- Level 2 - inputs (other than quoted prices included within level 1) that are observable for the asset or liability, either directly (as prices) or indirectly (derived from prices); and
- Level 3 - inputs for the asset or liability that are not based on observable market data (unobservable inputs).

As at 30 June 2010, the Corporation held investments (held-to-maturity) and loans payable to the Commonwealth for which fair values have been calculated, and disclosed in this note (as level 2 financial instruments). The fair values of the held-to-maturity investments and the Commonwealth loans are calculated on the basis of discounted cash flows using current interest rates (at 30 June) for investments and liabilities with similar market and credit risk profiles. The fair values of cash, receivables for goods and services, and trade creditors approximate their carrying amounts.

The Corporation has no level 3 financial instruments where a valuation technique is required to be based on significant unobservable inputs. No change in fair value disclosed in this note has been, nor is required to be, recognised in profit and loss. They are held to maturity, and are not held for sale.

Consolidated	Notes	Carrying Amount		Net Fair Value	
		2010 \$'000	2009 \$'000	2010 \$'000	2009 \$'000
<b>Financial assets</b>					
Cash and cash equivalents	9(a)	18,018	15,921	18,018	15,921
Receivables for goods and services (net)	9(b)	29,502	15,260	29,502	15,260
Investments	9(c)	35,498	28,370	35,387	28,422
<b>Total financial assets</b>		<b>83,018</b>	<b>59,551</b>	<b>82,907</b>	<b>59,603</b>

<b>Financial liabilities</b>					
		2010	2009	2010	2009
Loans from Government	12(a)	18,052	23,808	18,117	23,816
Suppliers – Trade Creditors	11(a)	24,206	25,619	24,206	25,619
Tax liabilities	8	187	-	187	-
<b>Total financial liabilities</b>		<b>42,445</b>	<b>49,427</b>	<b>42,510</b>	<b>49,435</b>

There are no unrecognised financial assets or liabilities.

#### *Corporation*

<b>Financial assets</b>					
		2010	2009	2010	2009
Cash and cash equivalents	9(a)	16,886	15,814	16,886	15,814
Receivables for goods and services (net)	9(b)	28,451	16,459	28,451	16,459
Investments	9(c)	34,598	28,370	35,387	28,422
<b>Total financial assets</b>		<b>79,935</b>	<b>60,643</b>	<b>80,724</b>	<b>60,695</b>

<b>Financial liabilities</b>					
		2010	2009	2010	2009
Loans from Government	12(a)	18,052	23,808	18,117	23,816
Suppliers – Trade Creditors	11(a)	23,522	25,614	23,522	25,614
<b>Total financial liabilities</b>		<b>41,574</b>	<b>49,422</b>	<b>41,639</b>	<b>49,430</b>

There are no unrecognised financial assets or liabilities.

#### 16(e) Credit risk

The economic entity's maximum exposures to credit risk at reporting date is the carrying amount of receivables for goods and services, as reported in the balance sheet.

Credit terms for receivables for goods and services are net 45 days for advertising debtors and 30 days for other debtors. The economic entity has adopted a policy of rating the creditworthiness of entities before transacting with them, using information supplied by independent rating agencies where available or appropriate.

Trade receivables for the Corporation consist mainly of accredited advertising agencies and clients spread across diverse industries and geographical areas.

The following consolidated table for the economic entity illustrates the economic entity's exposure to credit risk. There is no significant difference between the Corporation's and the economic entity's exposure to credit risk. Receivables (for goods and services) for the Corporation's subsidiaries, MST Ltd and PAN TV Ltd, relate to Pay TV subscription fees (\$2.245m in 2010).

<i>Consolidated</i>	<i>Notes</i>	<i>Not Past Due Nor Impaired</i>		<i>Past due or impaired</i>	
		<i>2010 \$'000</i>	<i>2009 \$'000</i>	<i>2010 \$'000</i>	<i>2009 \$'000</i>
Receivables for goods and services (net)	9(b)	28,893	14,009	609	1,253

Ageing of financial assets that are past due but not impaired are provided in note 9(b). An impairment allowance for doubtful debts is made for receivables assessed individually as impaired.

#### 16(f) Market risk

Market risks of the Corporation comprise mainly of interest and foreign currency risk.

The Corporation's foreign currency risk is limited to some major sports events where contracts are entered into in foreign currencies. The majority of contracts, however, including overseas program purchases, are entered into in Australian dollars. Under current Government regulations, the Corporation cannot enter into any specific foreign exchange hedge contracts.

Interest rate risks are managed by maintaining an appropriate mix between fixed and floating rates for both the economic entity's investments and loans from Government. The two loans from Government are fixed, the first at the prevailing 10 year Government bond rate (6.02%) at the time of raising the loan in 2002, and the second (a loan of \$15.000m received in 2009 - see note 12) is fixed at 4.29%.

The economic entity's consolidated exposure to interest rates on financial assets and financial liabilities are detailed in the liquidity risk management section of this note (see note 16(g)).

**16(f) Market risk (Cont.)**

Interest rate and foreign currency sensitivity analysis is provided in the following table:

Notes	Risk variable	Change in variable	Profit	Equity			
			and loss				
<b>Sensitivity Analysis as at 30 June 2010</b>							
<i>Consolidated</i>							
<u>Interest rate risk – analogue extensions investments</u>							
(i)							
Interest		+1.5%	102	–			
Interest		-1.5%	(102)	–			
<u>Interest rate risk – operational investments</u>							
Interest		+1.5%	455	–			
Interest		-1.5%	(455)	–			
<u>Currency risk (mainly in Swiss CHF and American USD)</u>							
(ii)							
Exposed Currency		+14%	4,233	–			
Exposed Currency		-14%	(4,233)	–			
<b>Sensitivity Analysis as at 30 June 2009</b>							
<i>Consolidated</i>							
<u>Interest rate risk – analogue extensions investments</u>							
(i)							
Interest		+0.74%	33	–			
Interest		-0.75%	(33)	–			
<u>Interest rate risk – operational investments</u>							
Interest		+0.74%	119	–			
Interest		-0.75%	(119)	–			
<u>Currency risk (mainly in Swiss CHF and American USD)</u>							
(ii)							
Exposed Currency		+12%	2,865	–			
Exposed Currency		-12%	(2,865)	–			

- (i) The Corporation received revenue from the Government (the TV Fund) to provide analogue extensions to regional Australia to 2012 - see note 9(c)(i). The amounts received, including interest, are recognised as revenue only when related expenditure is incurred in future periods, and does not immediately impact on the statement of comprehensive income -see 11(b)(ii).
- (ii) Foreign currency gains and losses are recognised in profit or loss at the time the transaction is paid.

**16(g) Liquidity risk**

Liquidity risk is the risk that the economic entity will encounter difficulty in meeting obligations associated with financial liabilities.

The Corporation is an appropriated entity, which also relies on the sale of goods and services (mainly advertising) to fund its operations. It has received, and continues to receive, moneys from Government to fund its medium-term commitment (to 2012) for analogue extensions to regional areas, and for the long-term transition to digital transmission.

The Corporation has also established unsecured loans from Government. In 2009 the Corporation received a loan of \$15,000m to offset the cashflow impact of advance payments required for sporting events rights and to fund infrastructure works related to digital broadcasting. In 2002 the Corporation received a loan at the prevailing 10 year Government bond rate (6.02%) for its premises at Artarmon.

To manage its liquidity risk, the Corporation and its controlled entities continuously monitor actual cash flows against forecast, reviewing and matching the maturity profiles of financial assets and liabilities, and reforecasting revenues from independent sources (mainly advertising and Pay TV subscription fees).

The following consolidated table for the economic entity illustrates the economic entity's exposure to credit risk.

**Consolidated**

Financial Instrument	Notes	Floating Interest Rate	Fixed Interest Rate	Maturing In			Non-Interest Bearing	Total	Weighted Average Effective Rate
				1 year or less	1 to 5 years	> 5 years			
		2010 \$'000	2009 \$'000	2010 \$'000	2009 \$'000	2010 \$'000	2009 \$'000	2010 \$'000	2009 \$'000
<b>Financial Assets</b>									
Cash	9(a)	18,018	15,921	—	—	—	—	18,018	15,921
Receivables for goods and services	9(b)	—	—	23,695	10,325	11,472	17,714	331	29,502
Term Deposits	9(c)	—	—	—	—	—	331	—	35,498
<b>Total Financial Assets</b>		<b>18,018</b>	<b>15,921</b>	<b>23,695</b>	<b>10,325</b>	<b>11,472</b>	<b>17,714</b>	<b>331</b>	<b>29,502</b>
<b>Total Assets</b>								<b>15,260</b>	<b>83,018</b>
<b>Financial Liabilities</b>								<b>257,601</b>	<b>257,489</b>
Loan from Government	12(a), (i)	—	—	5,958	5,799	12,094	18,009	—	—
Suppliers (Trade Creditors)	11(a)	—	—	—	—	—	—	24,206	25,619
<b>Total Financial Liabilities</b>		<b>—</b>	<b>—</b>	<b>5,958</b>	<b>5,799</b>	<b>12,094</b>	<b>18,009</b>	<b>—</b>	<b>24,206</b>
<b>Total Liabilities</b>								<b>25,619</b>	<b>49,427</b>
								<b>93,075</b>	<b>98,754</b>

(i) SBS entered into an interest rate hedge on 4 June 2002 to minimise the risk of interest rate movements on a loan from Government which was to be provided after balance date (2 July 2002) - at the prevailing 10 year Government bond rate (6.02%). The Commonwealth loan of \$24,000m was to repay the balance owing on a loan raised in 1992 for its Artarmon premises. The specific hedge entered into by the Corporation (on 4 June 2002) effectively locked the interest rate on the loan at 6.23%. This loan will be repaid by 30 June 2012.

In 2009 the Corporation received a loan of \$15,000m to meet prepayments of licences (as required by contracts) for the broadcast of some major sports events and to upgrade its premises at Artarmon. The interest rate on this 5-year loan is fixed at 4.29%.

## 17. Contingent liabilities and assets

Notes	Consolidated		Corporation	
	2010 \$'000	2009 \$'000	2010 \$'000	2009 \$'000
<b>Quantifiable contingencies</b>				
Contingent liabilities				
Claims for damages or costs	-	-	-	-
<b>Total contingent liabilities</b>	-	-	-	-
Contingent assets				
Claims for damages or costs	-	-	-	-
<b>Total contingent assets</b>	-	-	-	-
<b>Net contingent liabilities</b>	-	-	-	-

The Corporation has no quantifiable contingent asset or liability at 30 June 2010.

### Unquantifiable and remote contingencies

The Corporation has no unquantifiable or remote contingencies at 30 June 2010.

## Appendices

---



## Appendix 1

SBS ONE – Languages broadcast 2009/10

Language	HH:MM	% Total	% LOTE	Language	HH:MM	% Total	% LOTE
Arabic	182:10	2.29%	4.97%	Swedish	20:00	0.25%	0.55%
Australian Indigenous	4:40	0.06%	0.13%	Swiss German	2:10	0.03%	0.06%
Bambara	4:00	0.05%	0.11%	Tagalog	136:03	1.71%	3.71%
Bosnian	3:39	0.05%	0.10%	Thai	11:45	0.15%	0.32%
Cantonese	137:01	1.72%	3.74%	Tibetan	2:15	0.03%	0.06%
Catalan	1:44	0.02%	0.05%	Tsotsitaal	1:40	0.02%	0.05%
Croatian	18:26	0.23%	0.50%	Turkish	136:45	1.72%	3.73%
Czech	9:35	0.12%	0.26%	Ukrainian	1:10	0.01%	0.03%
Danish	65:16	0.82%	1.78%	Urdu	11:57	0.15%	0.33%
Dari	2:03	0.03%	0.06%	Vietnamese	6:10	0.08%	0.17%
Dutch	36:57	0.46%	1.01%	Languages < 1 hr (91)	17:17	0.22%	0.47%
Farsi	11:25	0.14%	0.31%	<b>Total LOTE</b>	<b>3665:44</b>	<b>46.10%</b>	<b>100%</b>
Finnish	7:22	0.09%	0.20%	<b>English</b>	<b>3983:33</b>	<b>50.10%</b>	
Flemish	8:38	0.11%	0.24%	<b>No Dialogue</b>	<b>302:08</b>	<b>3.80%</b>	
French	459:52	5.78%	12.55%	<b>Total</b>	<b>7951:26</b>	<b>100%</b>	
Gaelic	1:23	0.02%	0.04%	*LOTE – Languages other than English			
German	298:32	3.75%	8.14%				
Greek	294:47	3.71%	8.04%				
Hebrew	21:30	0.27%	0.59%				
Hindi	68:40	0.86%	1.87%				
Hungarian	35:59	0.45%	0.98%				
Icelandic	6:21	0.08%	0.17%				
Indonesian	81:39	1.03%	2.23%				
Italian	256:09	3.22%	6.99%				
Japanese	201:49	2.54%	5.51%				
Korean	130:33	1.64%	3.56%				
Kurdish	1:40	0.02%	0.05%				
Macedonian	1:54	0.02%	0.05%				
Maltese	26:00	0.33%	0.71%				
Mandarin	235:23	2.96%	6.42%				
Maya	2:20	0.03%	0.06%				
Mongolian	4:56	0.06%	0.13%				
Moore	1:30	0.02%	0.04%				
Norwegian	14:18	0.18%	0.39%				
Polish	53:51	0.68%	1.47%				
Portuguese	47:22	0.60%	1.29%				
Romanian	8:05	0.10%	0.22%				
Russian	179:43	2.26%	4.90%				
Saami	1:09	0.01%	0.03%				
Serbian	16:41	0.21%	0.46%				
Spanish	371:53	4.67%	10.15%				
Swahili	1:13	0.02%	0.03%				

## Appendix 2

### SBS ONE – Cultures represented 2009/10

Afghan	Croatian	Korean	Salvadoran
African American	Cuban	Kurdish	Samoan
Albanian	Czech	Kyrgyz	Saudi Arabian
Algerian	Danish	Laotian	Scottish
American	Djiboutian	Latvian	Senegalese
American Indian	Dominican Republican	Lebanese	Serbian
Andorran	Dutch	Libyan	Sierra Leonean
Angolan	East Timorese	Lithuanian	Singaporean
Argentine	Ecuadorian	Luxembourgish	Slovak
Armenian	Egyptian	Macedonian	Slovenian
Australian	Emirati	Malagasy	Somali
Australian Indigenous	English	Malawian	South African
Austrian	Eritrean	Malaysian	Spanish
Azerbaijani	Estonian	Malian	Sri Lankan
Bahraini	Ethiopian	Maltese	Sudanese
Bangladeshi	Fijian	Maori	Swedish
Bedouin	Filipino	Mauritanian	Swiss
Belarusian	Finnish	Melanesian	Syrian
Belgian	French	Mexican	Taiwanese
Bengali	Gabonese	Micronesian	Tajik
Beninese	Georgian	Moldovan	Tamil
Bhutanese	German	Mongolian	Tanzanian
Bolivian	Ghanaian	Montenegrin	Thai
Bosnian	Greek	Moroccan	Tibetan
Botswanan	Guinean	Mozambican	Tongan
Brazilian	Guyanese	Namibian	Torres Strait Islander
British	Haitian	Nepalese	Tunisian
Bulgarian	Honduran	New Zealand	Turkish
Burkinabe	Hong Kong	Nigerien	Turkmen
Burmese	Hungarian	Nigerian	Ugandan
Burundian	Icelandic	Norwegian	Ukrainian
Cambodian	Indian	Omani	Uruguayan
Cameroonian	Indonesian	Pakistani	Venezuelan
Canadian	Inuit	Palestinian	Vietnamese
Cape Verdean	Iranian	Panamanian	Yemeni
Catalan	Iraqi	Papua New Guinean	Zambian
Central African Republic	Irish	Paraguayan	Zimbabwean
Chechen	Israeli	Peruvian	
Chilean	Italian	Polish	
Chinese	Ivorian	Polynesian	
Colombian	Jamaican	Portuguese	
Comoran	Japanese	Romanian	
Congolese	Jordanian	Russian	
Costa Rican	Kenyan	Saami	

### Appendix 3

#### SBS TWO – Languages broadcast 2009/10

Language	HH:MM	% Total	% LOTE	Language	HH:MM	% Total	% LOTE
Arabic	186:37	2.52%	3.60%	Tsotsitaal	1:40	0.02%	0.03%
Bambara	3:17	0.04%	0.06%	Turkish	140:22	1.89%	2.71%
Bengali	8:14	0.11%	0.16%	Urdu	7:32	0.10%	0.15%
Bosnian	5:22	0.07%	0.10%	Vietnamese	6:30	0.09%	0.13%
Cantonese	210:18	2.84%	4.06%	Languages less than 1 hour (44)	8:47	0.12%	0.17%
Croatian	109:25	1.48%	2.11%	<b>Total LOTE</b>	<b>5180:56</b>	<b>69.93%</b>	<b>100%</b>
Czech	15:22	0.21%	0.30%	<b>English</b>	<b>1341:11</b>	<b>18.10%</b>	
Danish	92:11	1.24%	1.78%	<b>No Dialogue</b>	<b>886:09</b>	<b>11.96%</b>	
Dutch	81:48	1.10%	1.58%	<b>Total</b>	<b>7408:16</b>	<b>100%</b>	
Farsi	19:54	0.27%	0.38%				
Finnish	1:57	0.03%	0.04%				
Flemish	1:44	0.02%	0.03%				
French	621:52	8.39%	12.00%				
Georgian	1:01	0.01%	0.02%				
German	403:27	5.45%	7.79%				
Greek	294:32	3.98%	5.69%				
Hebrew	20:12	0.27%	0.39%				
Hindi	95:38	1.29%	1.85%				
Hungarian	62:08	0.84%	1.20%				
Icelandic	5:51	0.08%	0.11%				
Indonesian	134:05	1.81%	2.59%				
Italian	370:22	5.00%	7.15%				
Japanese	257:24	3.47%	4.97%				
Khmer	1:54	0.03%	0.04%				
Korean	179:00	2.42%	3.46%				
Macedonian	19:45	0.27%	0.38%				
Maltese	39:30	0.53%	0.76%				
Mandarin	287:09	3.88%	5.54%				
Norwegian	19:39	0.27%	0.38%				
Pashto	1:58	0.03%	0.04%				
Polish	164:44	2.22%	3.18%				
Portuguese	77:20	1.04%	1.49%				
Punjabi	1:29	0.02%	0.03%				
Romanian	11:14	0.15%	0.22%				
Russian	285:05	3.85%	5.50%				
Serbian	105:04	1.42%	2.03%				
Spanish	499:19	6.74%	9.64%				
Swedish	75:29	1.02%	1.46%				
Swiss German	1:36	0.02%	0.03%				
Tagalog	224:14	3.03%	4.33%				
Thai	14:53	0.20%	0.29%				
Tibetan	3:42	0.05%	0.07%				

\*LOTE – Languages other than English

## Appendix 4

### SBS TWO – Cultures represented 2009/10

Afghan	Haitian	Rwandan
Algerian	Honduran	Samoan
American	Hong Kong	Scottish
Argentine	Hungarian	Serbian
Australian	Icelandic	Singaporean
Australian Indigenous	Indian	Slovak
Austrian	Iranian	Slovenian
Belgian	Iraqi	Solomon Islander
Bengali	Irish	South African
Bhutanese	Israeli	Spanish
Bosnian	Italian	Sri Lankan
Botswanan	Ivorian	Sudanese
Brazilian	Japanese	Swedish
British	Kenyan	Swiss
Bulgarian	Korean	Taiwanese
Burkinabe	Kyrgyz	Tanzanian
Cambodian	Lebanese	Thai
Cameroonian	Libyan	Tibetan
Canadian	Lithuanian	Tongan
Catalan	Macedonian	Tunisian
Chadian	Malawian	Turkish
Chilean	Malaysian	Turkmen
Chinese	Malian	Ugandan
Colombian	Maltese	Uruguayan
Congolese	Mexican	Vietnamese
Croatian	Mongolian	Welsh
Cuban	Montenegrin	Zambian
Czech	Moroccan	
Danish	Mozambican	
Dutch	Nepalese	
Egyptian	New Zealand	
English	Nigerian	
Estonian	Norwegian	
Ethiopian	Pakistani	
Fijian	Palestinian	
Filipino	Papua New Guinean	
Finnish	Paraguayan	
Flemish	Peruvian	
French	Polish	
Georgian	Polynesian	
German	Portuguese	
Ghanaian	Romany	
Greek	Romanian	
Guatemalan	Russian	

## Appendix 5

## SBS Radio – Languages broadcast (HOURS / WEEK)<sup>1</sup>

Language	Analogue	Analogue/Digital		Lithuanian	1	1																																																					
	National Network	Melbourne AM/FM	Sydney <sup>3</sup> AM/FM	Macedonian	2	6																																																					
		SBS Radio 2/4 <sup>2</sup>	SBS Radio 1/3 <sup>4</sup>	Malay	1	1																																																					
Aboriginal	2	3	3	Maltese	2	7																																																					
African	1	1	1	Mandarin	3	7																																																					
Albanian	0	2	1	Maori	0	1																																																					
Amharic	1	1	1	Nepalese	0	0																																																					
Arabic	4	10	14	Norwegian	0	1																																																					
Armenian	1	2	3	Persian-Farsi	1	1																																																					
Assyrian	0	1	1	Polish	4	8																																																					
Bangla	0	1	1	Portuguese	2	4																																																					
Bosnian	0	1	1	Punjabi	1	2																																																					
Bulgarian	0	1	0	Romanian	1	2																																																					
Burmese	1	1	1	Russian	3	5																																																					
Cantonese	5	9	9	Samoan	0	1																																																					
Cook Islands Maori	0	1	1	Serbian	2	5																																																					
Croatian	2	5	5	Sinhalese	1	1																																																					
Czech	1	1	2	Slovak	1	1																																																					
Danish	1	1	1	Slovenian	1	2																																																					
Dari	1	1	1	Somali	1	1																																																					
Dutch	3	4	4	Spanish	4	10																																																					
Estonian	1	1	1	Swedish	1	1																																																					
Fijian	0	1	1	Tamil	1	1																																																					
Filipino	4	6	6	Thai	1	2																																																					
Finnish	1	1	1	Tongan	1	1																																																					
French	3	5	5	Turkish	2	7																																																					
German	4	9	6	Ukrainian	1	3																																																					
Greek	7	14	14	Urdu	1	1																																																					
Gujarati	0	0	1	Vietnamese	7	14																																																					
Hebrew	1	2	2	Yiddish	1	2																																																					
Hindi	1	3	3	<b>Total LOTE</b>	<b>105 (87%)</b>	<b>216 (86%)</b>																																																					
Hungarian	2	4	3	<b>Total English<sup>5</sup></b>	<b>21 (13%)</b>	<b>34 (14%)</b>																																																					
Indonesian	2	3	3			<b>34 (14%)</b>																																																					
Italian	7	14	14	Japanese	1	1	1	1 6am-midnight and excluding non-SBS produced programs (overnight schedule).				Kannada	0	0	1	2 SBS Digital Radio services available in Melbourne, Adelaide and Perth: SBS Radio 2 simulcasts SBS's analogue Melbourne AM/FM services; SBS Radio 4 was a time-shifted broadcast (+2 hours of SBS Radio 2) which was discontinued on 11 June 2010.				Khmer	1	4	4	3 Sydney, Canberra and Wollongong analogue services.				Korean	1	2	4	4 SBS Digital Radio services available in Sydney and Brisbane: SBS Radio 1 simulcasts SBS's analogue Sydney AM/FM services; SBS Radio 3 was a time-shifted broadcast (+2 hours of SBS Radio 1) which was discontinued on 11 June 2010.				Kurdish	0	1	1	5 Includes the Aboriginal and African programs.				Laotian	1	2	2					Latvian	1	2	2				
Japanese	1	1	1	1 6am-midnight and excluding non-SBS produced programs (overnight schedule).																																																							
Kannada	0	0	1	2 SBS Digital Radio services available in Melbourne, Adelaide and Perth: SBS Radio 2 simulcasts SBS's analogue Melbourne AM/FM services; SBS Radio 4 was a time-shifted broadcast (+2 hours of SBS Radio 2) which was discontinued on 11 June 2010.																																																							
Khmer	1	4	4	3 Sydney, Canberra and Wollongong analogue services.																																																							
Korean	1	2	4	4 SBS Digital Radio services available in Sydney and Brisbane: SBS Radio 1 simulcasts SBS's analogue Sydney AM/FM services; SBS Radio 3 was a time-shifted broadcast (+2 hours of SBS Radio 1) which was discontinued on 11 June 2010.																																																							
Kurdish	0	1	1	5 Includes the Aboriginal and African programs.																																																							
Laotian	1	2	2																																																								
Latvian	1	2	2																																																								

## Appendix 6

Top 50 programs\* – SBS ONE – 2009/10

Program	Genre	Audience (000s)
1 2010 FIFA World Cup: Ghana vs Australia	Sport	1,421
2 Top Gear	Entertainment	1,000
3 2009 Ashes: Fourth Test, Day 3, Session 1	Sport	782
4 Man vs Wild	Entertainment	722
5 James May's Toy Stories	Entertainment	619
6 Mythbusters	Entertainment	518
7 Richard Hammond: Engineering Connections	Entertainment	518
8 Who Do You Think You Are?	Documentary	477
9 World News Australia Late	News	472
10 Food Safari (Rpt)	Entertainment	456
11 A History of Scotland	Documentary	452
12 Food Investigators	Entertainment	430
13 Why Are Thin People Not Fat?	Documentary	425
14 Eurovision Song Contest – Semi Final 2	Entertainment	414
15 Italian Food Safari	Entertainment	410
16 Monster Moves	Entertainment	404
17 Inspector Rex (Rpt)	Drama	403
18 Big Bang in Tunguska	Documentary	390
19 Thinking XXX (Rpt)	Documentary	369
20 Gourmet Farmer	Entertainment	366
21 Voyages of Discovery (Rpt)	Documentary	364
22 Honeybee Blues	Documentary	347
23 The Perfect Vagina (Rpt)	Documentary	345
24 Costa's Garden Odyssey	Entertainment	339
25 Oz and James's Big Wine Adventure	Entertainment	333
26 Why Do We Dream?	Documentary	329
27 Iron Chef	Entertainment	328
28 Cannabis: The Evil Weed	Documentary	326
29 Luke Nguyen's Vietnam	Entertainment	323
30 Unexplained	Documentary	323
31 The Machine That Made Us (Rpt)	Documentary	323
32 Striptease Unveiled (Rpt)	Documentary	319
33 Can We Make a Star On Earth?	Documentary	318
34 The Great Sperm Race	Documentary	316
35 Trawlermen	Documentary	316
36 Are You My Mother?	Documentary	314
37 Hitler's Bodyguard	Documentary	313
38 Indie Sex (Rpt)	Documentary	310
39 Best Undressed (Rpt)	Documentary	308
40 James May's Big Ideas	Entertainment	305
41 Law and Disorder	Documentary	305
42 The Moon (Rpt)	Documentary	303
43 What's the Problem with Nudity?	Documentary	301
44 Heston's Feasts	Entertainment	301
45 Flight of the Conchords	Comedy	301
46 China's Great Wall (Rpt)	Documentary	300
47 Rockwiz (Rpt)	Entertainment	300
48 Young Victoria	Documentary	299
49 Erotic Tales 2 (Rpt)	Drama	298
50 Leaving the Cult	Documentary	297

\*Titles are only shown once, with top rating episode from a series shown.

Source: OzTAM – 5 City Metro; total individuals incl. guests.

## Appendix 7

### Top 10 SBS websites – 2009/10

	Website	Monthly UBs
1	The World Game	1,413,101
2	SBS HOMEPAGE	489,747
3	Tour de France	429,517
4	SBS Video Player	333,592
5	SBS Schedule	293,873
6	World News Australia	202,626
7	Food	179,389
8	Film	138,512
9	SBS TV HOMEPAGE	121,948
10	Cycling Central	59,472

Source: Nielsen Netratings SiteCensus, Highest Monthly Unique Browsers.

## Appendix 8

### Industry and Community Awards 2009/10

#### SBS Content (Television and Online)

##### NATIONAL

###### AFI (Australian Film Institute) Awards 2009

AFI Award for Best Cinematography in a Documentary  
*Cracking the Colour Code* – Episode 2 (Making Colours) –  
Ian Batt & Vincent Fooy

AFI Award for Best Documentary Series  
*First Australians* – Darren Dale, Rachel Perkins & Helen Panckhurst

AFI Award for Best Direction in a Documentary  
*The Choir* – Michael Davie

AFI Award for Best Lead Actress in a Television Drama  
*East West 101* – Season 2 – Susie Porter

AFI Award for Best Direction in Television  
*East West 101* – Season 2 (Episode 13, Atonement) –  
Peter Andrikidis

AFI Award for Best Television Drama Series  
*East West 101* – Season 2 – Kristine Wyld & Steve Knapman

###### AWGIE (Australian Writers' Guild) Awards

Documentary - Public Broadcast  
*First Australians* – Episode 1 – Rachel Perkins & Louis Nowra

Telemovie Original  
*Saved* – Belinda Chayko

Television Mini Series Original  
*The Circuit* – Series 2 – Kelly Lefever & Mitch Torres with  
Dot West & Wayne Blair

###### Australian Directors Guild Awards 2009

Documentary Series  
*First Australians: Freedom for Our Lifetime* – Rachel Perkins

Feature film  
*Mary and Max* – Adam Elliot

Telemovie  
*Saved* – Tony Ayres

TV Comedy Series  
*Newstopia* – Episode 10 – Bradley Howard

###### Couch Potato Awards (Australian TV Critics)

Best Local Documentary Feature  
*Honeybee Blues*

###### EnhanceTV ATOM Awards 2009

Best Documentary General  
*My Asian Heart*

###### TV Week Logie Awards 2010

Silver: Most Outstanding Actor  
Don Hany *East West 101*

Silver: Most Outstanding Actress  
Claudia Karvan *Saved*

Silver: Most Outstanding Drama Series, Miniseries or  
Telemovie  
*East West 101*

Most Outstanding Factual  
*Law and Disorder*

###### United Nations Association of Australia Media Peace Awards

Documentary  
*First Australians* – Rachel Perkins & Darren Dale

###### Walkley Awards 2009

Television Current Affairs, Feature, Documentary or  
Special (more than 20 minutes)  
*Forbidden Lie\$* – Anna Broinowski & Sally Regan

##### INTERNATIONAL

###### 14th Asian Television Awards 2009

Highly Commended – Best Natural History or Wildlife  
Program or Docu-drama  
*Death of the Megabeasts*

###### 18th Environmental Film Festival in Tokyo

Earth Vision Award  
*Honeybee Blues*

###### Archaeology Channel Film & Video Festival

Best Special Effects  
*Death of the Megabeasts*

###### Chicago International Film Festival 2010

Silver Hugo Award for Best Television Mini-Series  
*The Circuit* – Series 2

###### Flagstaff Mountain Film Festival 2009

People Choice Award  
*Tibet: Murder in the Snow*

###### New York Festivals International Television & Film Awards

Best Mini-Series  
*East West 101* – Series 2

###### 2010 SCINEMA Festival of Science Film Competition

Director's Choice  
*Honeybee Blues*

###### Strasbourg International Film Festival 2009

Best Documentary Short Film  
*Paper Dolls: Australian Pinups of World War Two*

###### WorldFest Houston Film Festival 2010

Platinum Remi Award: Television & Cable Productions –  
Sound/Sound Design  
*Heartbreak Science*

Gold Remi Award: Television & Cable Productions – Documentary

*Heartbreak Science*

Gold Remi Award: Television & Cable Productions – Use of HD

*Death of the Megabeasts*

Gold Remi Award: TV & Cable – Craft

*Death of the Megabeasts*

Gold Remi Award: Television & Cable Productions – TV Series: Documentary

*Every Family's Nightmare*

Gold Remi Award: Television & Cable Productions– Documentary

*Every Family's Nightmare*

#### **SBS News and Current Affairs**

##### **Amnesty International's Human Rights Award**

Adrian Brown – *Dateline* 'Kidnapped'

##### **Queensland Media Awards**

Best Radio News Report

Stefan Armbruster – *Malu Sara* – *Coroner's Findings*

##### **United Nations Association of Australia Media Peace Awards**

Best Television News

Yalda Hakim – *World News Australia* – Afghanistan stories

Best Current Affairs

David O'Shea – *Dateline* 'Bali's Miracle Worker'

Highly Commended – Best Current Affairs

Yaara Bou Melhem and Aaron Thomas – *Dateline* 'Jordan: Jailing the Innocent'

##### **Walkley Awards 2009**

All Media International Journalism

*Dateline* 'City of Widows' – Fouad Hady and Geoff Parish

##### **Walkley Young Australian Journalist of the Year Awards 2010**

Television Winner

Sophie McNeill – *Dateline* 'Afghanistan's Shame'

#### **SBS Marketing**

##### **2010 Promax BDA World Gold Awards**

Gold Awards

- *Love Story* brand ident
- Post-Ashes promo campaign
- *Mad Men* viral

Silver Awards

- *Dateline* promos
- Post-Ashes special event promo campaign

Bronze Award

- Ashes scoreboard outdoor campaign

##### **D&AD 2010**

In Book Award

- SBS 'Brain' brand idents

##### **One Show Design Awards 2010**

Broadcast Design Campaign – Gold

- SBS 'Brain' brand idents

##### **The New York (Advertising) Festival**

Media Promotion: Broadcast – Finalist Certificate

##### **Promax/BDA ANZ Awards 2009**

Gold

- Olympics 'Ping Pong' – best radio spot
- 'War Zone' ident – best 3D animation design

Silver

- The Ashes – best design in promotion
- 'African Song' ident – best 2D animation design
- Tour de France – Federation Square – best poster/outdoor ad

## Appendix 9

### SBS Radio Schedule 2009/10

#### SBS Digital Radio

SBS Digital Radio was launched in August 2009. SBS Radio 1 and 2 broadcast simulcasts of SBS's Sydney/Melbourne analogue AM/FM services respectively. SBS Radio 3 and 4 are time-shifted broadcasts (+2 hours) of SBS Radio 1 and 2 respectively (these time-shifted services were discontinued on 11 June 2010). SBS Radio 1 is available in Brisbane and Sydney. SBS Radio 2 is available in Adelaide, Melbourne and Perth. SBS Chill, SBS PopAsia and SBS Radio 6 – BBC World Service and special event radio – are available in Adelaide, Brisbane, Melbourne, Perth and Sydney.

#### SBS Radio – analogue services

##### AM – Sydney 1107 / Canberra 1440 / Wollongong 1485 & 1035

TIME	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
12am–6am	O/night schedule						
6am	World View	O/night schedule	O/night schedule				
7am	Greek						
8am	Serbian	Slovenian	Croatian	Croatian	Serbian	Croatian	Slovenian
9am	Vietnamese						
10am	Cantonese	Mandarin	Cantonese	Cantonese	Mandarin	Mandarin	Cantonese
11am	Mandarin	French	Khmer	French	French	Khmer	Hebrew
12pm	Aboriginal	Albanian	Aboriginal	Maori	Laotian	Hungarian	Yiddish
1pm	Polish						
2pm	Hungarian	Hungarian	Hebrew	Korean	Cantonese	Tongan	Cook Is. Maori
3pm	Croatian	Serbian	Yiddish	Serbian	Norwegian	Fijian	Korean
4pm	Tongan	Macedonian	Macedonian	Macedonian	Macedonian	Swedish	French
5pm	World View	Danish	Kannada				
6pm	Greek						
7pm	Vietnamese						
8pm	Cantonese	Cantonese	Mandarin	Mandarin	Cantonese	Cantonese	Mandarin
9pm	Khmer	Croatian	Serbian	Khmer	Aboriginal	French	Samoan
10pm	Laotian	Korean	Somali	Amharic	Korean	Malay	Macedonian
11pm–12am	Alchemy	Alchemy	Alchemy	Alchemy	African	Alchemy	Alchemy

**FM – Sydney 99.7 / Canberra 105.5**

TIME	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
12am–6am	O/night schedule	O/night schedule	O/night schedule	O/night schedule	Alchemy (1hr) O/night schedule	Alchemy	Alchemy
6am	Alchemy	Alchemy	Alchemy	Alchemy	Alchemy	Alchemy	Alchemy
7am	Arabic	Arabic	Arabic	Arabic	Arabic	Arabic	Arabic
8am	Italian	Italian	Italian	Italian	Italian	Italian	Italian
9am	German	German	German	Czech	German	Nepalese	Hindi
10am	Dutch	Filipino	Dutch	Filipino	Filipino	Dutch	Urdu
11am	Russian	Russian	Filipino	Portuguese	Portuguese	Portuguese	Tamil
12pm	Maltese	Maltese	Hindi	Maltese	Armenian	Maltese	Sinhalese
1pm	Spanish	Spanish	Spanish	Spanish	Spanish	Spanish	Spanish
2pm	Bosnian	Indonesian	Burmese	Gujarati	Indonesian	Persian-Farsi	Ukrainian
3pm	Hindi	Turkish	Turkish	Turkish	Turkish	Turkish	Turkish
4pm	Bangla	Ukrainian	Latvian	Ukrainian	Dari	Russian	Russian
5pm	Turkish	Lithuanian	Russian	Estonian	Maltese	Latvian	Finnish
6pm	Italian	Italian	Italian	Italian	Italian	Italian	Italian
7pm	Arabic	Arabic	Arabic	Arabic	Arabic	Arabic	Arabic
8pm	Romanian	Armenian	Armenian	German	Assyrian	Thai	German
9pm	Filipino	Thai	Portuguese	Punjabi	Dutch	Filipino	Czech
10pm	Spanish	Japanese	Spanish	Indonesian	Spanish	Kurdish	Slovak
11pm–12am	Alchemy	Alchemy	Alchemy	Alchemy	Alchemy	Alchemy	Alchemy

**Melbourne AM (1224)**

TIME	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
12am–6am	O/night schedule						
6am	World View	O/night schedule	O/night schedule				
7am	Greek						
8am	Serbian	Slovenian	Croatian	Croatian	Serbian	Croatian	Slovenian
9am	Vietnamese						
10am	Cantonese	Mandarin	Cantonese	Cantonese	Mandarin	Mandarin	Cantonese
11am	Mandarin	French	Khmer	French	French	Khmer	Hebrew
12pm	Aboriginal	Albanian	Aboriginal	Maori	Laotian	Hungarian	Yiddish
1pm	Polish						
2pm	Hungarian	Hungarian	Hebrew	Korean	Cantonese	Tongan	Cook Is. Maori
3pm	Croatian	Serbian	Yiddish	Serbian	Norwegian	Fijian	Korean
4pm	Macedonian	Macedonian	Macedonian	Macedonian	Macedonian	Swedish	French
5pm	World View	Danish	Albanian				
6pm	Greek						
7pm	Vietnamese						
8pm	Cantonese	Cantonese	Mandarin	Mandarin	Cantonese	Cantonese	Mandarin
9pm	Khmer	Croatian	Serbian	Khmer	Aboriginal	French	Samoan
10pm	Laotian	Polish	Somali	Amharic	Hungarian	Malay	Macedonian
11pm–12am	Alchemy	Alchemy	Alchemy	Alchemy	African	Alchemy	Alchemy

### Melbourne FM (93.1)

TIME	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
12am–6am	O/night schedule	O/night schedule	O/night schedule	O/night schedule	Alchemy (1hr) O/night schedule	Alchemy	Alchemy
6am	Alchemy	Alchemy	Alchemy	Alchemy	Alchemy	Alchemy	Alchemy
7am	Arabic	Arabic	Arabic	Arabic	Arabic	Arabic	Maltese
8am	Italian	Italian	Italian	Italian	Italian	Italian	Italian
9am	German	German	German	German	German	German	Hindi
10am	Dutch	Filipino	Dutch	Filipino	Filipino	Dutch	Urdu
11am	Russian	Russian	Filipino	Portuguese	Portuguese	Portuguese	Tamil
12pm	Maltese	Maltese	Hindi	Punjabi	Armenian	Maltese	Sinhalese
1pm	Spanish	Spanish	Spanish	Spanish	Spanish	Spanish	Spanish
2pm	Bosnian	Indonesian	Burmese	Romanian	Indonesian	Persian-Farsi	Ukrainian
3pm	Hindi	Turkish	Turkish	Turkish	Turkish	Turkish	Turkish
4pm	Bangla	Ukrainian	Latvian	Ukrainian	Dari	Russian	Russian
5pm	Turkish	Lithuanian	Russian	Estonian	Bulgarian	Latvian	Finnish
6pm	Italian	Italian	Italian	Italian	Italian	Italian	Italian
7pm	Maltese	Arabic	Maltese	Arabic	Maltese	Arabic	Arabic
8pm	Romanian	German	Armenian	German	Assyrian	Thai	German
9pm	Filipino	Thai	Portuguese	Punjabi	Dutch	Filipino	Czech
10pm	Spanish	Japanese	Spanish	Indonesian	Spanish	Kurdish	Slovak
11pm–12am	Alchemy	Alchemy	Alchemy	Alchemy	Alchemy	Alchemy	Alchemy

### National Radio Network

TIME	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
12am–6am	O/night schedule	O/night schedule	O/night schedule	O/night schedule	Alchemy (1hr) O/night schedule	Alchemy	Alchemy
6am	World View	Alchemy	Alchemy				
7am	Greek	Arabic	Greek	Greek	Greek	Arabic	Maltese
8am	Italian	Italian	German	Croatian	Serbian	Italian	Italian
9am	German	Slovenian	Vietnamese	Vietnamese	German	Vietnamese	Hindi
10am	Cantonese	Filipino	Dutch	Filipino	Mandarin	Dutch	Urdu
11am	Russian	French	Filipino	Portuguese	French	Portuguese	Hebrew
12pm	Dutch	Maltese	Aboriginal	Punjabi	Armenian	Hungarian	Yiddish
1pm	Polish	Spanish	Polish	Spanish	Polish	Turkish	Polish
2pm	Hungarian	Indonesian	Burmese	Korean	Cantonese	Persian-Farsi	Tamil
3pm	Tongan	Lithuanian	Turkish	Estonian	Indonesian	Russian	Sinhalese
4pm	Macedonian	Ukrainian	Latvian	Macedonian	Dari	Swedish	French
5pm	World View	Danish	Finnish				
6pm	Laotian	Greek	Italian	Italian	Italian	Greek	Greek
7pm	Vietnamese	Vietnamese	Russian	Arabic	Vietnamese	Arabic	Vietnamese
8pm	Romanian	Cantonese	Mandarin	German	Cantonese	Cantonese	Mandarin
9pm	Filipino	Croatian	Serbian	Khmer	Aboriginal	Thai	Czech
10pm	Spanish	Japanese	Somali	Amharic	Spanish	Malay	Slovak
11pm–12am	Alchemy	Alchemy	Alchemy	Alchemy	African	Alchemy	Alchemy

## Appendix 10

### SBS Radio – Language programs / Alchemy

#### Aboriginal

National news, current affairs and sport; news from indigenous communities around the world to promote understanding and appreciation of Aboriginal culture; events and issues that affect the Indigenous community; traditional and contemporary music and live performances; correspondents report from Darwin, Thursday Island and St. Pauls Island as well as Adelaide, Brisbane, Canberra and Perth.

#### African

News and current affairs from Australia, around the world, Africa and African communities around the world; interviews, sport and music; emphasis on African music and culture and reflecting the cultures of the countries that make up the African continent.

#### Albanian

Australian, international and Albanian news and current affairs news and current affairs relevant to the Albanian community in Australia; events throughout the Albanian speaking regions of the world; linguistic and cultural topics

#### Alchemy

From the underground to the mainstream, Alchemy redefines urban music genres bringing the audience cutting edge new beats, popular mega-hits and new music from local and international artists. Programs cover the latest in youth current events and stories from Australia and around the world and broadcast an amazing mix of local and global music including reggae, rock, dance, hip hop, Afro beat and Asian pop.

#### Amharic

Australian, international and Ethiopian news; sport, community news and cultural events.

#### Arabic

Australian, homeland and other international news and current affairs, including reports from correspondents in Egypt, Iraq, Israel, Jordon, Lebanon, Syria, USA and Australia; popular segments on health, youth and family and settlement issues; talkback segments that allow the Arabic speaking audience to have their say.

#### Armenian

News, current affairs and coverage of national issues specifically for the Armenian community in Australia; reports and analysis from correspondents throughout Armenia; culture, history, music literature and sport.

#### Assyrian

News, and current affairs from Australia, Iraq and around the world; correspondents report from France, Germany, Iran, Iraq, Russia, Sweden, Syria, the UK and USA; focus on local Assyrian community news and events,

particularly settlement and welfare issues for women and young people.

#### Bangla

News and current affairs from Australia, India, Bangladesh, Pakistan, Nepal and Sri Lanka, with reports from correspondents in Calcutta and Dhaka; community news; music.

#### Bosnian

News, current affairs and sports from a network of correspondents in Bosnia and Herzegovina, Australia and around the world; community news, interviews, sport, government service information; features.

#### Bulgarian

Australian news, current affairs, arts, culture and sport complemented by a network of correspondents in Bulgaria, Australia and around the world.

#### Burmese

News, current affairs and information for the Burmese-Australian audience from the program's network of correspondents in Thailand, Japan, Norway, India, USA and across Australia including a round-up of homeland news.

#### Cantonese

Australian, homeland and international news, current affairs and sports from correspondents in China, Hong Kong, Malaysia, Canada and Australia; regular features include Australian Stories, Hong Kong and China Report, Market Update and programs on relationships, women, education, health and Chinese culture.

#### Cook Islands Maori

News and current affairs coverage from the region, with reports from correspondents in the Cook Islands, New Zealand and Australia; emphasis on sports, community news and cultural events including music.

#### Croatian

Australian, international, regional European and Croatian news and current affairs; weekly reports from correspondents in Croatia; information segments on personal finance, settlement, social and welfare issues; upcoming local community events.

#### Czech

Australian, international, European regional and Czech Republic news and current affairs analysis; interviews and features on local issues, social issues, arts, sport and music; correspondents report from Prague.

#### Danish

News and current affairs magazine-style program providing a vital link for all Danish-Australians to their

## Appendix 10 (Cont.)

### SBS Radio – Language programs / Alchemy

homeland and the Danish community in Australia; news and current affairs coverage of Danish, international and Australian events; guest interviews; features; round-ups on literature and music.

#### Dari

Australian, international and homeland news, current affairs and sport; special reports from Afghanistan; interviews; special segments on culture, women, families, health, immigration, youth and literature; local community news and announcements.

#### Dutch

News, current affairs, sport, politics, technology, health, the arts and any issue that's of interest to the Dutch-speaking community in Australia; events in the Netherlands, Belgium, South Africa and Australia; weekly talk-back segments on topical issues.

#### Estonian

News and current affairs for the Estonian-Australian audience; correspondents report from Estonia; updates from Estonian Diaspora in Europe, the USA and Canada.

#### Fijian

Australian and Pacific regional news and current affairs; regular reports from the program's correspondent in Fiji; highlights the latest developments in government migration policies including settlement programs to assist new arrivals; education; youth issues; talk-back; community announcements; sport; stories of the myths and legends of Fiji.

#### Filipino

Australian, international and Filipino news and current affairs for the Filipino-Australian audience complemented by reports from correspondents in Manila and Mindanao; Filipino drama, music, special segments for women and children, with a focus on health issues; stories on Filipinos around the world; community events; talk-back.

#### Finnish

Australian, international and Finnish news and current affairs for the Finnish speaking audience in Australia; guest interviews and features dealing with subjects of specific relevance and interest to the Finnish-Australians.

#### French

Australian and Francophone news and current affairs; cultural events in Australia and the Francophone world; Australian and international sport; the program keeps the audience up to date on the latest developments in the Australian-European relationship and regional current affairs for the diverse French-speaking world.

#### German

Australian news and current affairs – complemented by reports from correspondents in Germany, Austria and Switzerland; press reviews; talk-back; music;

community announcements; features on cultural events; KaffeeKlatsch on politics, fads and overseas sports; Das EuropaMagazin – stories, issues and trends from Europe, letters from Berlin and Vienna; AustralienJournal – Australian affairs; the latest news from Victoria's German, Austrian and Swiss clubs and communities; WocherJournal – flagship program on world current affairs; Profile and Ratgeber am Samstag – stories from German-speaking migrants and guests and coverage of upcoming weekend events.

#### Greek

Australian, international and Greek news, current affairs, sport and culture, including regular segments on the theatre, literature, the arts and music and health and welfare issues; interviews and talk-back are used to encourage community participation; correspondents report from Greece, Cyprus, the UK and Australia; Greek-speaking academics from Australian universities debating philosophy, history and science; in-depth local community current affairs; Community Periscope, focusing on Australian Greek community news and current affairs from around the country and the world.

#### Gujarati

The program reflects the diversity of the Gujarati-speaking community in Australia, with migrants from India, Africa and Fiji, in its coverage of the latest news and current affairs. Gujarati culture, literature and music.

#### Hebrew

Australian, international and Israeli news, current affairs and news analysis; sport; settlement information; press reviews and reports from a network of correspondents in Israel and around Australia; the latest music from Israel.

#### Hindi

Australian, international and South Asian news, current affairs, sport and culture, including regular segments on Bollywood, literature, the arts, health and welfare issues; the program is complemented by reports from a network of correspondents around Australia, in India, and Fiji.

#### Hungarian

Australian, international, European and Hungarian news and current affairs; complemented with correspondent reports from Hungary; regular segments on life in Australia, science, health and environmental issues; pop culture; and education.

#### Indonesian

Australian, international and Indonesian news and current affairs, including interviews with Indonesian leaders in Australia; correspondents report directly from Indonesia on a range of issues including current political, economic and social issues in both Indonesia and the South East Asian region; other segments include interviews, talk-back, local community news, culture and sport.

## Appendix 10 (Cont.)

### SBS Radio – Language programs / Alchemy

#### Italian

Up to the minute and in-depth coverage of events in Australia, Italy, Europe and the world. With a network of more than 40 Italian-speaking journalists in Europe, Asia, the Americas, Africa and the Middle East, the program brings the "now" to listeners, in Italian, seven days a week. Features include live debates and analysis of current affairs, current social and community issues, sports round-up, news from Italian clubs, cultural and community news and activities, information for pensioners, coverage of science and medicine, and the complex world of Italian politics.

#### Japanese

Australian international and Japanese news for Japanese speakers in Australia; the program is complemented by regular reports from correspondents around Australia and in Japan.

#### Kannada

With Australian, international and domestic news from India, each program features a wide range of issues of interest to the Kannada speakers in Australia; regular reports from Bangalore aim to keep Kannada-speakers well-informed, provide a forum to exchange views and help keep alive the Kannada language, culture and traditions in Australia.

#### Khmer

News and current affairs for the Khmer speaking community in Australia; each program includes coverage of Australian, international Cambodian and regional south East Asian events and issues; special features on settlement for new migrants covering social security, taxation, immigration, education and health; community announcements; interviews; talk-back.

#### Korean

Australian, international and Korean regional news and current affairs for the Korean speakers in Australia; programs feature: reports from correspondents on the Korean peninsula; Korean pop culture; special segments for new arrivals; health and wellbeing issues; and Korean community events.

#### Kurdish

Australian, international, Middle Eastern, Turkish, Iraqi and Iranian news and current affairs relevant to the diverse audience of Kurds speakers in Australia; a variety of segments, including current affairs, cultural, educational and other issues of interest; correspondents report from Kurdistan, Turkey and Europe; interviews with prominent Kurdish politicians, intellectuals and artists on issues related to Kurdistan and Kurdish culture; matters related to settlement, education and community affairs in Australia; Kurdish music; community announcements.

#### Laotian

News and current affairs for the Lao speaking community in Australia; each program includes coverage of Australian, international, Laotian and regional south East Asian events and issues; special features on settlement for new migrants covering social security, taxation, immigration, education and health; community announcements, interviews; talk-back.

#### Latvian

Australian, international, European regional and Latvian news and current affairs with specialist commentary and analysis; reports on the Latvian economy and culture, and interviews with politicians, policy makers and other newsmakers from correspondents in Riga; news from Latvian communities in Adelaide, Brisbane, Canberra and Sydney; arts and culture, music and sport.

#### Lithuanian

Australian, international, Baltic regional and Lithuanian, news and current affairs with specialist commentary and analysis; Lithuanian homeland news, analysis and comment from correspondents in Vilnius; Letter from Lithuania – the issues of the week, with an emphasis on political analysis; monthly reports on culture, literature and theatre from correspondents in Vilnius.

#### Macedonian

Australian, international, regional Balkan and Macedonian news and current affairs with specialist commentary and analysis; reports from correspondents in Macedonia and the US; interviews on local issues; community announcements from around Australia; interviews with community members; community round-up; government information and services; information segments on various topics including personal finance, real estate, religion, women, and health; social and welfare features; a regular feature report from Radio Skopje, exploring Macedonian culture; documentary segments.

#### Malay

Eclectic mix of traditional and contemporary music from the Malay Peninsula and Borneo.

#### Maltese

Australian, international, regional European and Maltese news and current affairs with specialist commentary and analysis; reports from correspondents in Malta; interviews on local issues; community announcements from around Australia; interviews with members of the Australian-Maltese speaking community; event round-up; government information and services; information segments on various topics including ageing, health issues, tax and social welfare features.

## Appendix 10 (Cont.)

### SBS Radio – Language programs / Alchemy

#### **Mandarin**

Australian, international, Asian regional, Chinese news, current affairs and sport from a network of correspondents in Australia, China, Taiwan, Hong Kong, and South East Asia; regular segments include: Australian Chinese Stories; talk-back segments dealing with daily issues ranging from personal finance, the finesse of Australian customs, social welfare payments and car repairs; Science Today – the latest in science news; Entertainment Weekly – a round up of the entertainment world; updates on local Chinese community activities.

#### **Maori**

Eclectic mix of traditional and contemporary music reflecting Maori and Polynesian culture.

#### **Nepali**

With Australian, international and domestic news from Nepal and the subcontinent, each program features a wide range of issues of interest to Nepali speakers in Australia; the program aims to keep Nepali-speakers well-informed, provide a forum to exchange views and help keep alive and encourage Nepali language, culture and arts in Australia.

#### **Norwegian**

Australian, international, Nordic and Norwegian news and current affairs; interviews with guest of special relevance to Norwegians in Australia; programs reflect the diverse nature of the Norwegian community in Australia and aim to strengthen links between Norway and Australia by bringing the latest Norwegian news and culture to listeners.

#### **Persian / Farsi**

Aims to keep Persian-Farsi-speakers across Australia well informed, in their language, about world events; round-up of homeland, international and Australian news; commentators are located in Iran and throughout the Middle East, Europe, the USA and Canada, specialising in politics, literature and the media; interviews; special segments on literature, culture, health, the law, women's, youth and children's issues, and migration and settlement issues.

#### **Polish**

Coverage of events in Australia, as well as other international and Polish news, current affairs and sport; state round-ups from correspondents around the country; The Week in Review and current affairs reports from correspondents in Warsaw; youth affairs from the program's correspondent in Wroclaw City; talk-back; book readings; community announcements; advice segments; Kalejdoskop – arts and culture; Polish press review from Polskie Radio; Australian press review; science news.

#### **Portuguese**

News, current affairs and features covering Australia and the world; correspondents report from the Portuguese-speaking countries Portugal, Brazil and Timor-Leste;

information on Australian politics, economic issues, settlement information, health, immigration, culture, education and employment; community announcements; Voice of the Community – interviews with community members on their experiences as migrants; coverage of soccer from Brazil, Portugal and major European leagues.

#### **Punjabi**

Australian, international, Indian, Pakistani and Punjabi news, current affairs and sport; analysis of Australian current affairs; discussion of social and cultural issues; talk-back; issues relevant to Punjabi speakers living in Australia including policy changes pertaining to migration, visas and employment; topical features; guest interviews; traditional and contemporary music and frequent live studio performances by local musicians, poets and writers.

#### **Romanian**

Australian, international and Romanian news, current affairs, socio-economic and cultural events; programs focus on coverage and analysis of international, Romanian and Australian events; round-up of socio-economic and cultural homeland news from the program's correspondent in Bucharest; interviews; community information; segments on culture, music, medical issues, science and sport.

#### **Russian**

Australian, Russian and international news, current affairs; local community issues; focuses on Russian culture, history, literature, theatre and music; reports from correspondents in Moscow and St Petersburg; information on Australian government services.

#### **Samoan**

Australian and Pacific regional news and current affairs; regular reports from the program's correspondent in Samoa; highlights the latest developments in government migration policies including settlement programs to assist new arrivals; education; community events; sport.

#### **Serbian**

Australian news and current affairs magazine-style program providing a vital link for Serbian-Australians to life in Australia; news and current affairs coverage with correspondent reports from Serbia, Montenegro and Republica Srpska, international and Australian events; guest interviews; features.

#### **Sinhalese**

Australian, international, South Asian, Sri Lankan news, current affairs and sport; analysis of Australian current affairs; discussion of social and cultural issues; talk-back; issues relevant to Sinhalese speakers living in Australia including policy changes pertaining to migration, visas and employment; topical features; guest interviews; the program is multilingual with many interviews and segments in English.

## Appendix 10 (Cont.)

### SBS Radio – Language programs / Alchemy

#### Slovak

Australian, international, European regional and Slovak Republic news and current affairs analysis; interviews and features on local issues, social issues, arts, sport and music; regular feature 'Seven days in Slovakia' covers the latest current affairs from the program's correspondent in Bratislava.

#### Slovenian

Australian, European regional, Slovenian and international news and current affairs from a network of correspondents in Australia and Slovenia; programs also feature round-ups of events in other Slovenian communities in Austria, Italy and Argentina; local community events, religious, social and welfare issues; health; arts and sport.

#### Somali

Australian, international, African regional and Somali news and current affairs relevant to Somali speakers in Australia; a variety of segments, including current affairs, cultural, educational and other issues of interest; regular segments on issues related to settlement, education and community affairs in Australia; local community announcements.

#### Spanish

Caters for all listening tastes with shows dedicated to the arts, talk-back, science, environment, youth, sports and entertainment; regular segments on health issues, science and environmental issues in Australia and the Spanish-speaking world; national, international and local sports events with special attention to Spanish and Latin American soccer; specialised news and current affairs program with in-depth reporting on events in Spanish-speaking countries, with a focus on Latin America; talk-back with emphasis on Australian issues affecting the Spanish-speaking community.

#### Swedish

News and current affairs covering Australia, the Nordic region, Sweden and the world; regular updates from the program's correspondent in Stockholm; interviews; features dealing with subjects of specific interest to the Swedish community in Australia; aims to showcase the highlights of life in Australia, strengthening the links between the two countries and bringing Swedes the best of their homeland culture.

#### Tamil

Australian, international, Indian, Asian regional and Sri Lankan news and current affairs; regular reports from correspondents in India, Sri Lanka, Malaysia and Singapore; discussion of social and cultural issues; issues relevant to Tamil speakers living in Australia including policy changes regarding asylum issues, migration and employment; topical features; guest interviews; the program is multilingual with many interviews and segments in English.

#### Thai

News from Australia and Thailand including from the program's correspondents in Thailand; international news; special reports on important events for the Thai communities in Australia; programs aim to present information, education and entertainment which is useful for adjusting to settlement in Australia and to promote acceptance and understanding among diverse ethnic groups in multicultural Australia; Behind the News – current affairs issues with featured topics including social life in Australia, immigration, social welfare, education, health, environment, science and technology, Aboriginal issues; community announcements.

#### Tongan

International, Australian and homeland news, current affairs and sports; homeland, international and national events; live broadcasts of Tongan cultural or sports events in Australia and overseas; regular updates from the program's Tongan correspondent; correspondents also report from New Zealand and the USA; interview segments with Tongans in Australia; topics covered range from settlement programs for new migrants to interviews with politicians; music – traditional and modern; performances by local artists.

#### Turkish

Australian, Turkish, European regional and international news, current affairs and sport from a network of correspondents around Australia, Turkey, Cyprus, the EU; national current affairs and community events; talk-back; sport; arts segment focusing on local and international artists; and youth perspective on current affairs.

#### Ukrainian

News, current affairs and sport from a network of correspondents in Australia and the Ukraine; programs aim to inform and entertain the diverse community of Ukrainian-speakers in Australia and to help keep the Ukrainian culture and language vibrant for the enjoyment of all Australians; Ukrainian history and traditions; arts and culture; interviews; reports from Ukrainian communities around Australia.

#### Urdu

Australian, international, Indian, Pakistani news, current affairs and sport; analysis of Australian current affairs; discussion of social and cultural issues; talk-back; issues relevant to Urdu speakers living in Australia including policy changes pertaining to migration, visas and employment; topical features; guest interviews.

#### Vietnamese

Australian, International South East Asian regional and Vietnamese news, current affairs, sport and culture, including regular segments on personal finance, family, health and welfare issues; interviews and talk-back are used to encourage community participation; correspondents report from Vietnamese diasporas around

## Appendix 10 (Cont.)

### SBS Radio – Language programs / Alchemy

the world including the US and Canada; prominent Vietnamese Australians discuss in-depth local community current affairs, settlement issues and life in Australia.

#### **Yiddish**

News and current affairs with an emphasis on world Jewry, Israel, the Middle-East, the former Soviet Union, and Australia; topics covered include community, culture, language and literature, health, prominent personalities, the Holocaust, holidays, festivals and historical events; traditional and Shoah themes; correspondents report from Israel, the USA, Europe and Australia; what's on in the Jewish communities; entertainment segments including comedy, theatre, film and traditional, liturgical, modern, klezmer and folk music and songs.

## Appendix 11

### SBS programs commissioned for production 2009/10

#### **Documentary**

##### *Comedy School (Secrets & Lives)* (4 x ½ hr)

*Comedy School* is an observational documentary series that follows a genuine beginner's class in stand up comedy taught by veteran comedian Rob McHugh.

##### *The Real Fight Club (Secrets & Lives)* (2 x 1 hr)

A series that features the final tour of the world's last remaining tent-boxing troupe. An important chapter in Australia's rural history is about to end with a bang!

##### *Dying Days (Secrets & Lives)* (1 x 1 hr)

Following three terminally ill characters during the last days of life.

##### *Extreme Cleaners (Secrets & Lives)* (1 x 1hr)

Following a father and son cleaning duo, who do the most dangerous jobs other cleaners don't dare to do.

##### *House of Food Obsessives (Secrets & Lives)* (2 x 1 hr)

Professor Tim Sharp is a leading exponent of an emerging area of mental health, positive psychology. And he's going to use it to change the lives of five people who have a range of issues surrounding food.

##### *Go Back To Where You Came From* (6 x 1 hr)

In this bold social experiment six Australians, who harbour conservative views towards immigration, are plunged headlong into the life of a refugee, undergoing a dramatic journey that takes them to the bottom rung of Australian society, back across treacherous seas in a fishing boat to East Timor, and finally to a refugee camp in Africa.

##### *Firing the Magic Bullet* (1 x 1 hr)

Two scientists have been working for ten years on a discovery that has the potential to revolutionise the treatment of cancer. The first in the world human trials are under way!

##### *Dr Mary Goes Bush* (3 x 1 hr)

Outspoken and zealous, Dr Mary Fortune leaves Scotland to take up the challenge of working in one of the most remote medical posts on the planet and alongside Aboriginal communities. With her fresh eyes we discover the realities of Australian health delivery in a new light.

##### *The Family* (8 x ½ hr)

Combining the latest remote controlled camera technology with the best documentary film making techniques, this series lifts the lid on a single family home to create a uniquely revealing and compelling picture of modern family life.

##### *Immigration Nation / Second Australians* (3 x 1 hr)

This is the story of who was allowed in and who was pushed out of a daring social experiment to build the nation we live in today.

##### *Scarlet Road* (1 x 1 hr)

Portrait of Australian sex worker, Rachel, who has become specialized in working with clients with disability. Rachel is driven by a philosophy that human touch and sexual intimacy are one of the most healing aspects to our existence.

##### *Tall Man* (1 x 1½ hrs)

Based on Chloe Hooper's Walkley Award-winning book, *The Tall Man* is about the death of Cameron Doomadgee while in police custody and the subsequent trial of Senior Sergeant Chris Hurley.

##### *Ned's Head* (1 x 1 hr)

A landmark scientific and historical investigation to identify what is arguably Australia's most significant national relic.

## Appendix 11 (Cont.)

### SBS programs commissioned for production 2009/10

#### *Forgotten Australians* (1 x 1 hr)

The *Forgotten Australians* is about the incredible journey two women took over ten years to bring their silent history to Canberra.

#### *Trafficked – The Reckoning* (1 x 1 hr)

The inspiring, courageous story of a young woman's quest to bring the man who enslaved her in a brothel to justice.

#### *Who Do You Think You Are* Series 4 (6 x 1 hr)

Well-known Australians play detective as they go in search of their family history, revealing secrets from the past. Taking us to all corners of Australia and the globe are six stories of individuals seeking to find the definitive answer to where they came from.

#### *My Mum Talks To Aliens* (1 x 1 hr)

On the surface, mother and son Mary and Chris Rodwell have a normal, loving relationship but there is one issue that is driving a wedge between them – the existence of extraterrestrial life.

#### *Sex: An Unnatural History* (6 x ½ hr)

A six part series presented by Julia Zemiro focusing on the history of sex and sexuality in Australia over the past 50 years.

### Drama/Comedy

#### *East West 101* Season 3 (7 x 1 hr)

The third series of the award winning crime drama *East West 101* will explore the ramifications of the war in Iraq and Afghanistan through a series of crimes committed in Australia.

#### *Danger 5* (6 x ½ hr)

A frenetic voyage into a pulp magazine inspired action and sex fuelled wartime fantasy land as Danger 5, a team of international, super-skilled, super good-looking secret operatives become the greatest anti-Nazi super squad of all time.

#### *Housos* (10 x ½ hr)

*Housos* is a new cult comedy about people who live in the Sunnivale Housing Commission from the makers of *Pizza*.

#### *IFTAR* (2 x 1 hr)

*IFTAR* will be a showcase of Muslim stand up comedians from the UK, US, Australia and Syria not being or talking about terrorism but having a laugh at their own cultures and customs.

### Entertainment

#### *So Frenchy So Chic* (3 x ½ hr)

*So Frenchy So Chic*, hosted by Julia Zemiro, is a series of half hour television specials that will showcase some

of the most exciting established and up-and-coming French video clips as well live in-studio performances and interviews.

#### *Eurovision A-Z* (1 x 1 hr)

*Eurovision A-Z*, a one hour special hosted by Julia Zemiro and Sam Pang, is a celebration of all things Eurovision past, present and future.

#### *Eurovision Song Contest (Hostings)* (2 x 2 hrs; 1 x 3½ hrs)

Julia Zemiro and Sam Pang will be in Oslo for the 2010 Eurovision Song Contest to provide a live commentary and to film backstage interviews and insert packages.

#### *Letters and Numbers* (100 x ½ hr)

In this game show, each day two members of the public compete against each other in simple word and number rounds, ultimately leading to a series champion.

#### *Santo Sam & Ed's Cup Fever* (26 x ½ hr)

Every night for the duration of the 2010 FIFA World Cup in South Africa, comedians Santo Cilauro, Sam Pang and Ed Kavalee will gather for a left-field review of all the overnight action.

#### *Rockwiz Live* (2 x 1 hr)

A special one-off edition of Rockwiz to be filmed as part of their live tour at The Empire Theatre in Toowoomba, Queensland.

#### *Rockwiz Rewind* (13 x 45 min)

13 classic Rockwiz episodes repackaged and introduced by Julia Zemiro, Brian Nankervis and the Rockwiz band.

#### *Costa's Garden Odyssey* Season 2 (13 x ½ hr)

*Costa's Garden Odyssey*, is a groundbreaking magazine series that takes in the best of old and new approaches to gardening and life. Costa guides us down the organic, holistic, sustainable, water-wise, garden path to a slower, simpler, happier reality.

#### *Tetsuya Wakuda – In the Pursuit of Excellence* (1 x 1 hr)

*Tetsuya's Pursuit of Excellence* is the story of world-renowned restaurateur Tetsuya Wakuda, who arrived in Australia in the early 1980s as a 22-year-old with little money, no professional skills and no English.

#### *Luke Nguyen's Vietnam* Season 2 (10 x ½ hr)

A cultural and culinary tour of North Vietnam seen through the eyes of Luke Nguyen, Sydney chef and owner of The Red Lantern restaurant.

## Appendix 12

### SBS-commissioned programs first broadcast in 2009/2010

#### Comedy / Drama

Wilfred (Series 2)  
Circuit, The (Series 2)  
East West 101 (Series 2)

#### Shintaro! Taxi School Trial, The Who Do You Think You Are? (Series 2)

#### Documentary

About Men  
About Women  
Alter Ego  
Angels In New York  
Are You My Mother?  
Bipolar Bears, The  
Choir, The  
Community Cop  
Death of the Megabeasts  
Destination Australia: A Family Divided  
Destination Australia: Bittersweet Freedom  
Destination Australia: Bridge Between Two Worlds  
Destination Australia: The Graduate From Sudan  
Disable Bodied Sailors  
Embedded With Nationalists  
Embedded With the Murri Mob  
Every Family's Nightmare  
Honeybee Blues  
In My Father's Country  
Journos  
Ko Ho Nas  
Lani's Story  
Last Chance Saloon  
Law and Disorder  
Liberal Rule  
Mayor, the Artist, the Farmer and His Wife, The  
Naked Lentil, The  
Once Bitten

#### Entertainment

ADbc  
Costa's Garden Odyssey (Series 1)  
Costa's Garden Odyssey (Series 2)  
Dave In The Life  
Demetri's Castle  
Ethnic Business Awards 2009  
Eurovision A-Z  
Feast Greece  
Food Investigators  
Gourmet Farmer  
Italian Food Safari  
Kodak Inside Film Awards 2009  
Luke Nguyen's Vietnam  
My Family Feast  
Nest, The  
Oz Concert 2010  
Rockwiz (Series 7)  
Santo, Sam and Ed's Cup Fever  
So Frenchy, So Chic  
Squiz, The  
Tetsuya's Pursuit of Excellence

#### Features

Not Quite Hollywood

#### Short Films / Fillers

ADbc Bitesize  
Monster Auditions

## Appendix 13

### Indigenous programs commissioned 2009/10

#### Documentary

*The Tall Man* (1½hrs)  
Based on Chloe Hooper's Walkley Award-winning book, *The Tall Man* is about the death of Cameron Doomadgee while in police custody and the subsequent trial of Senior Sergeant Chris Hurley.

## Appendix 14

### SBS-commissioned Indigenous programs broadcast (first run) 2009/10\*

#### Documentary

Embedded With the Murri Mob  
Lani's Story  
Outback Healers and Heroines  
Strong and Deadly

#### Drama

Circuit, The (Series 2)  
East West 101 (Series 2)

\*Includes productions involving Aboriginal and Torres Strait Islander personnel, and productions with Indigenous Australian content.

## Appendix 15

### SBS analogue television – areas served

Area Served	Channel	Area Served	Channel
<b>Australian Capital Territory</b>		Drake*	56
Canberra	28	Dubbo	54
Conder*	52	Dungog	42
Fraser	53	Eden	69
Tuggeranong	54	Elizabeth Beach*	60
Weston Creek / Woden	58	Emmaville	52
<b>New South Wales</b>		Eugowra*	67
Adelong*	55	Forster*	41
Albury North	53	Glen Davis*	45
Armidale	30	Glen Innes	53
Armidale North*	61	Glengarry & Grawin*	61
Ashford	54	Gloucester	30
Balranald*	45	Goodooga*	69
Batemans Bay / Moruya	55	Gosford	58
Bathurst	46	Goulburn	58
Batlow*	56	Grafton / Kempsey	28
Bega	43	Gunning*	67
Berridale*	36	Hartley*	39
Berry*	55	Hay	60
Bolivia*	34	Hillston*	59
Bonny Hills*	58	Illawarra	53
Booral*	59	Inverell	50
Boudi	64	Jerilderie	59
Bourke Town*	57	Jindabyne	69
Bowral / Mittagong	30	Junee*	55
Braidwood	54	Kandos*	57
Brewarrina*	69	Kangaroo Valley*	55
Broken Hill	44	Khancoban*	57
Burra Creek*	67	Kings Cross	58
Byron Bay*	55	Kotara	55
Capertee*	64	Laurieton	56
Captains Flat*	52	Lismore East*	53
Central Tablelands	30	Lithgow	29
Central Western Slopes	29	Lithgow East	52
Cobar	12	Long Flat*	58
Coffs Harbour	69	Lord Howe Island North*	7
Condobolin	56	Lord Howe Island South*	6
Coolah	53	Maclean / Ashby*	55
Cooma Town	53	Manly / Mosman	39
Cootamundra*	56	Manning River	59
Cowra	45	Mannus*	55
Darbys Falls*	55	Megalong*	52
Deniliquin	69	Merewether	32

## Appendix 15 (Cont.)

### SBS analogue television – areas served

Area Served	Channel	Area Served	Channel
<b>New South Wales (Cont.)</b>			
Mount George*	60	Urbenville*	55
Mount Kembla*	33	Vacy	28
Mudgee	58	Wagga Wagga	53
Mudgee Town*	57	Warialda / Gravesend*	64
Mullumbimby Creek*	30	Wellington*	53
Murrumbidgee Irrigation Area	28	Wollongong	32
Murwillumbah	57	Woronora*	58
Narooma	47	Wyalong	55
Narrandera*	62	Wyangala*	59
Newcastle	45	Wyong	39
Nowra North	29	Young	58
Nundle*	59	<b>Northern Territory</b>	
Nymagee*	69	Adelaide River / Coomalie*	
Oberon*	54	Ali Curung*	62
Ocean Shores	68	Alice Springs	60
Orange (Rosewood)*	61	Alice Springs North*	28
Patonga*	58	Ampilatwatja*	60
Peak Hill*	67	Angurugu*	58
Portland Town*	52	Areyonga*	64
Portland / Wallerawang	54	Barunga*	69
Richmond / Tweed	41	Batchelor*	57
Smiths Lake*	58	Bathurst Island*	54
Stanwell Park	48	Beswick*	63
Stroud*	60	Bickerton Island*	63
SW Slopes / E Riverina	29	Borroloola*	63
Sydney	28	Brunette Downs*	11
Sydney	28	Cooinda*	65
Talbingo*	55	Daly River*	42
Tamworth	52	Darwin	61
Telegraph Point*	58	Darwin North	28
Tenterfield	54	Docker River*	61
Thredbo	31	Douglas Daly*	57
Tottenham*	60	East Alligator*	60
Tullamore*	67	Elliott*	56
Tullibigeal*	60	Engawala*	61
Tumbarumba*	57	Galiwinku*	60
Tumut	54	Gapuwiyak*	63
Tweed Heads	28	Groote Eylandt*	60
Ulladulla	30	Haasts Bluff*	43
Upper Hunter	65	Harts Range*	54
Upper Namoi	28	Imangara*	60
Uralla*	50	Imanpa*	60
		Jabiru*	57

## Appendix 15 (Cont.)

### SBS analogue television – areas served

Area Served	Channel	Area Served	Channel
<b>Northern Territory (Cont.)</b>			
Katherine	58	Aurukun*	63
Kintore*	60	Ayr	57
Knocker Bay*	61	Ayton*	59
Lajamanu*	60	Babinda	45
Lake Nash*	60	Ballera*	53
Laramba*	59	Bamaga*	63
Maningrida*	60	Bancroft*	58
Mataranka*	62	Barcaldine*	60
Maxwell Creek Forestry HQ*	56	Bedourie*	69
Milingimbi*	62	Bell	53
Minjilang*	57	Birdsville*	69
Mount Liebig*	60	Blackall*	63
Ngukurr*	60	Blackwater	43
Nhulunbuy	55	Bollon*	63
Nyirripi*	63	Boonah	54
Palumpa*	60	Boulia*	63
Papunya*	56	Bowen	48
Pine Creek*	69	Bowen Town	29
Port Bremmer*	59	Boyne Island	54
Santa Teresa*	59	Brisbane	28
Tennant Creek	58	Burketown*	60
Timber Creek*	60	Byfield*	53
Tindal*	56	Cairns	30
Uluru*	60	Cairns East	35
Umbakumba*	59	Cairns North	53
Warruwi*	57	Camooweal*	63
Willowra*	60	Canungra*	57
Wilora*	60	Cape Flattery Mine*	60
Wudykapildiya*	60	Capella	29
Yarralin*	60	Cardwell*	57
Yirrkala*	63	Carmila*	56
Yuelamu*	59	Charleville	7
Yuendumu*	58	Charters Towers	62
<b>Queensland</b>			
Agnes Water*	53	Chillagoe*	60
Airlie Beach	34	Clairview*	60
Alligator Creek*	55	Clermont	56
Alpha*	57	Cloncurry*	60
Anakie*	56	Coen*	63
Aramac*	33	Collinsville	52
Atherton	56	Conondale*	54
Augathella*	6	Cooktown*	54
		Cracow*	59
		Crows Nest*	55

## Appendix 15 (Cont.)

### SBS analogue television – areas served

Area Served	Channel	Area Served	Channel
<b>Queensland (Cont.)</b>			
Croydon*	6	Karumba*	69
Cunnamulla*	62	Kelso*	56
Currumbin	48	Kooralbyn*	59
Darling Downs	29	Lakeland Roadhouse*	60
Darnley Island*	63	Little Mulgrave*	48
Dauan Island*	59	Longreach	54
Dimbulah	43	Mabuiag Island*	63
Dingo Beach*	66	Mackay	30
Dirranbandi*	36	Mareeba	45
Doomadgee*	60	Maroon*	59
Dysart	60	Middlemount	48
Eidsvold*	54	Miriam Vale / Bororen*	58
Einsleigh*	60	Mission Beach	62
Eloise Mine*	69	Monto	53
Emerald	58	Moonford*	52
Eromanga*	63	Moranbah	49
Esk	52	Moranbah Town	67
Eulo*	63	Morven*	63
Flame Tree & Jubilee Pocket*	66	Mossman	29
Forsayth*	62	Mount Alford*	67
Georgetown*	63	Mount Isa	29
Gladstone East	29	Mount Morgan*	68
Gladstone West	52	Mount Surprise*	61
Gold Coast	61	Muttaburra*	56
Goondiwindi	64	Nambour	55
Gordonvale	58	Napranum*	66
Greenvale*	66	Nebo	52
Gunpowder*	60	Nelly Bay*	39
Gympie	42	New Mapoon*	55
Gympie Town	50	Noosa / Tewantin	29
Herberton	57	Normanton*	52
Hervey Bay	52	Osborne Mines*	57
Horseshoe Bay*	59	Paluma*	56
Hughenden*	69	Pentland*	9A
Hungerford*	60	Pormpuraaw*	54
Ilfracombe*	68	Port Douglas	52
Injune*	62	Proserpine	53
Isisford*	68	Quilpie*	63
Jackson Oil Field*	63	Rathdowney*	37
Jericho*	63	Ravenshoe	53
Julia Creek*	59	Redlynch	57
Jundah*	63	Richmond*	65
		Rockhampton	28

## Appendix 15 (Cont.)

### SBS analogue television – areas served

Area Served	Channel	Area Served	Channel
<b>Queensland (Cont.)</b>			
Rockhampton East	52	Yorke Islands*	63
Roma	60	Yowah*	60
<b>South Australia</b>			
Rosedale*	66	Adelaide	28
Sapphire / Rubyvale*	43	Adelaide Foothills	43
Shute Harbour	55	Angaston*	55
Smithfield Heights	53	Burra*	53
Somerset Dam*	54	Cape Jervis*	58
Southern Downs	30	Caralue Bluff (Eyre Peninsula)	62
Speewah*	58	Carrickalinga*	52
Springsure*	54	Ceduna / Smoky Bay	12
St George	61	Clare	57
St Lawrence*	59	Coober Pedy*	60
Stanage Bay*	59	Cowell	58
Stonehenge*	63	Cudlee Creek*	66
Stuart	56	Elizabeth South	60
Sunshine Coast	34	Eudunda*	69
Surat*	61	Fowler's Bay*	60
Tambo*	34	Golden Grove*	53
Texas	67	Gumeracha*	53
Thallon*	60	Kimba*	62
Thangool*	52	Kingston SE / Robe	53
Thargomindah*	60	Leigh Creek South*	32
Thursday Island*	11	Lyndoch*	53
Tieri	56	Mannum*	69
Tin Can Bay*	58	Marion Bay*	59
Toogoolawah*	56	Marla*	60
Toowoomba	53	Marree*	63
Townsville	28	Melrose / Wilmington*	62
Townsville North	52	Mintabie*	58
Tully	58	Mount Hall*	62
Umagico*	62	Myponga*	51
Warwick	67	Naracoorte	54
Weipa*	56	Normanville*	54
Wide Bay	30	Orroroo*	66
Willows*	68	Penong*	60
Windorah*	63	Peterhead*	53
Winton*	54	Poochera*	63
Wyandra*	63	Port Lincoln	54
Yam Island*	62	Quorn*	53
Yaraka*	39	Renmark / Loxton	30
Yarrabah*	57	Roxby Downs	53
Yeppoon	53	South East	29

## Appendix 15 (Cont.)

### SBS analogue television – areas served

Area Served	Channel	Area Served	Channel
<b>South Australia (Cont.)</b>			
Spencer Gulf North	40	Paloona*	61
Streaky Bay*	69	Port Arthur*	53
Swan Reach*	69	Queenstown / Zeehan	53
Truro Grove*	69	Ringarooma*	46
Tumby Bay	29	Sisters Beach*	57
Umuwa*	57	Smithton	38
Victor Harbor	52	St Helens*	34
Waikerie	53	Tarooma	43
Wirrulla*	61	Tullah*	52
Woomera*	28	Ulverstone	53
Wudinna*	33	Upper Derwent Valley*	55
Yalata*	60	Wayatinah*	52
Yankalilla*	53	Wynyard	30
<b>Tasmania</b>			
Acton Road	52	Alexandra	68
Barrington Valley	37	Alexandra Environs	28
Blackstone*	47	Anglesea & Aireys Inlet*	68
Burnie	55	Apollo Bay*	53
Cyagnet	42	Bairnsdale	54
Derby*	54	Ballarat	30
Dover	53	Bemm River*	61
Dover South	41	Bendigo	29
Eaglehawk Neck*	53	Blackwood*	58
East Devonport	54	Bonnie Doon	55
Forth*	34	Boolarra*	68
Geeveston	54	Bright	29
Gunns Plains*	54	Bruthen	50
Hillwood	37	Buchan*	62
Hobart	28	Buxton*	48
Hobart NE	54	Churchill	52
Launceston	53	Cobden	67
Lileah	53	Colac	55
Lilydale	54	Dargo*	54
Little Swanport & District*	53	Dartmouth*	60
Maydena*	43	Eildon	30
Meander	53	Eildon Town	54
Mole Creek*	54	Ensay*	67
NE Tasmania	29	Falls Creek*	68
Neika / Leslie Vale*	53	Ferntree Gully	68
New Norfolk	53	Flowerdale & Hazeldene*	59
Orford	52	Foster	60
Penguin	34	Freeburgh / Smoko*	59
		Geelong (Newtown)*	68

## Appendix 15 (Cont.)

### SBS analogue television – areas served

Area Served	Channel	Area Served	Channel
<b>Victoria (Cont.)</b>			
Gisborne	68	Albany West*	60
Goulburn Valley	34	Badgingarra*	59
Healesville*	69	Balgo*	60
Horsham	48	Bayulu*	30
Jamieson*	55	Beacon*	60
Jeeralang*	66	Beagle Bay*	63
Kiewa	54	Bencubbin*	59
Lakes Entrance	29	Blackstone*	60
Latrobe Valley	34	Boddington*	62
Lorne*	54	Borden*	59
Mansfield	53	Bremer Bay*	58
Marysville	58	Bremer Bay South*	60
Melbourne	28	Bridgetown*	53
Mitta Mitta*	65	Broome	29
Monbulk*	68	Bruce Rock*	69
Murray Valley	44	Bunbury	33
Murrayville*	66	Burringurrah*	60
Myrtleford	59	Carnamah*	56
Nhill	59	Carnarvon	12
Ocean Shores	68	Central Agricultural	47
Port Campbell*	66	Cervantes*	40
Portland	69	Condungup / Howick*	58
Rosebud*	68	Coolgardie*	60
Safety Beach	58	Coonana*	60
Selby	69	Coorow*	58
Seymour	67	Coral Bay*	59
South Yarra	58	Cue*	60
Swifts Creek*	65	Dalwallinu*	58
Tawonga South*	29	Dampier*	38
Tidal River*	55	Denham*	67
Upper Murray	30	Denmark*	61
Upwey	51	Derby	59
Warburton	58	Djarindjin*	59
Warrnambool	55	Dongara*	58
Warrnambool City	58	Eneabba*	40
Western Victoria	28	Esperance	28
Wye River*	64	Exmouth	60
Yea	30	Fitzroy Crossing*	55
Yendon / Lal Lal*	55	Gairdner*	59
<b>Western Australia</b>		Gascoyne Junction*	63
Albany	40	Geraldton	29
		Gnowangerup*	63

## Appendix 15 (Cont.)

### SBS analogue television – areas served

Area Served	Channel	Area Served	Channel
<b>Western Australia (Cont.)</b>			
Gracetown*	58	Moora*	66
Green Head*	42	Mount Magnet*	69
Halls Creek*	58	Mukinbudin*	37
Hopetoun*	59	Mullewa*	57
Hyden*	38	Muradup*	58
Jameson (Mantamaru)*	60	Narembeen*	58
Jerramungup*	60	Narrogin	54
Jigalong*	63	Newdegate*	57
Jurien*	61	Newman	12
Kalgoorlie	28	Norseman*	66
Kalumburu*	63	Northam	53
Kambalda*	52	Northampton	59
Karalundi*	62	Northcliffe*	53
Karratha	66	Nullagine*	56
Karratha South*	51	Nungarin*	60
Katanning	59	Nyabing*	63
Kiwirrkurra*	60	Ongerup*	61
Kojonup*	54	Onslow*	63
Kondinin*	63	Pannawonica*	9A
Koorda*	61	Paraburdoo*	58
Kulin*	40	Parnngurr*	60
Kununoppin*	58	Peaceful Bay*	61
Kununurra	29	Pemberton*	28
Kununurra East*	59	Perth	28
Lake Grace*	36	Perth East*	46
Lake Gregory*	62	Pingrup*	61
Lake King*	60	Port Hedland	42
Lancelin*	65	Prevelly*	62
Laverton*	60	Punmu*	60
Leeman*	60	Quinninup*	53
Leonora*	66	Ravensthorpe*	58
Looma*	63	Roebourne*	28
Mandurah	54	Roleystone	54
Manjimup	54	Sandstone*	60
Marble Bar*	59	Seabird*	67
Margaret River	54	Southern Agricultural	28
Marvel Loch*	58	Southern Cross*	29
Maryville*	53	Tambellup*	61
Meekatharra*	60	Telfer*	69
Menzies*	60	Tjirrkarli*	60
Merredin*	58	Tjukurla*	60
Monkey Mia*	55	Tjuntjuntjara*	60
		Tom Price	59

## Appendix 15 (Cont.)

### SBS analogue television – areas served

Area Served	Channel
<b>Western Australia (Cont.)</b>	
Toodyay	34
Trayning*	63
Useless Loop*	62
Vlaming Head*	65
Wagin	29
Walpole*	54
Wanarn*	60
Wandering*	61
Warakurna*	60
Warburton*	60
Warmun*	62
Warralong*	69
Wellstead*	61
Westonia*	56
Wickham*	69
Wiluna*	60
Wingellina*	60
Wongan Hills*	56
Wurranginy Community*	12
Wyndham*	58
Yalgoo*	60
Youngaleena*	69
Yungngora*	63
<b>External Territories</b>	
Norfolk Island*	9
Christmas Island Drumsite*	9
Christmas Island Phosphate Hill*	43
Christmas Island Rocky Point*	54
Cocos Islands (West Island)*	8

\* Self-help service

## Appendix 16

### SBS digital television – areas served

Area Served	Channel
<b>Australian Capital Territory</b>	
Canberra	30
Tuggeranong	57
Weston Creek	57
<b>New South Wales</b>	
Albury North	29
Armidale	29
Ashford	65
Batemans Bay / Moruya	7
Bathurst	9
Bega	32
Bowral / Mittagong	49
Braidwood	53
Broken Bay	34
Broken Hill	12
Central Tablelands	42
Central Western Slopes	44
Cobar	11
Coffs Harbour	68
Condobolin	55
Coolah	52
Cooma	67
Cowra	59
Deniliquin	50
Dubbo	55
Dungog	61
Eden	68
Glen Innes	65
Gloucester	31
Gosford	34
Goulburn	59
Grafton / Kempsey	39
Griffith MIA	33
Hay	61
Illawarra	54
Inverell	65
Jenilderie	60
Jindabyne	53
Kings Cross	34
Kotara	38
Laurieton	57
Lithgow	28

## Appendix 16 (Cont.)

### SBS digital television – areas served

Area Served	Channel	Area Served	Channel
<b>New South Wales (Cont.)</b>			
Lithgow East	67	Bowen Town	34
Manly / Mosman	34	Boyne Island	53
Manning River	9A	Brisbane	36
Merewether	38	Brisbane	36
Merriwa*	41	Cairns	29
Mudgee	67	Cairns East	52
Murwillumbah	40	Cairns North	52
Narooma	53	Capella	28
Newcastle	38	Charleville	12
Nowra North	63	Charters Towers	40
Port Stephens	31	Clermont	57
Portland / Wallerawang	67	Collinsville	53
Richmond / Tweed	40	Currumbin	36
Stanwell Park	49	Darling Downs	49
SW Slopes / E Riverina	48	Dysart	61
Sydney	34	Emerald	57
Sydney	34	Esk	51
Tamworth	51	Gladstone East	30
Tenterfield	55	Gladstone West	46
Thredbo	30	Gold Coast	36
Tumut	56	Gold Coast Southern Hinterland	36
Ulladulla	31	Goondiwindi	60
Upper Hunter	64	Gordonvale	52
Upper Namoi	36	Gympie	36
Vacy	30	Gympie Town	36
Wagga Wagga	54	Herberton	55
Wollongong	54	Hervey Bay	53
Wyong	38	Longreach	11
Young	57	Mackay	29
<b>Northern Territory</b>		Mareeba	52
Alice Springs	6	Middlemount	49
Darwin	29	Mission Beach	50
Katherine	6	Monto	50
<b>Queensland</b>			
Airlie Beach	28	Moranbah	50
Atherton	55	Moranbah Town	66
Ayr	56	Mossman	38
Babinda	52	Mt Isa	9A
Bell	52	Nambour	36
Blackwater	42	Nebo	66
Boonah	39	Noosa / Tewantin	36
		Port Douglas	66
		Proserpine	55
		Ravenshoe	52

## Appendix 16 (Cont.)

### SBS digital television – areas served

Area Served	Channel	Area Served	Channel
<b>Queensland (Cont.)</b>			
Redlynch	58	Dover	55
Rockhampton	37	Dover South	40
Rockhampton East	54	East Devonport	39
Roma	9A	Geeveston	55
Shute Harbour	53	Hobart	9A
Southern Downs	48	Hobart North / East	64
Stuart	51	Launceston	64
St George	10	Lileah	9A
Sunshine Coast	36	Lilydale	64
Texas	60	Meander	47
Tieri	57	NE Tasmania	44
Toowoomba	67	New Norfolk	54
Townsville	37	Orford	37
Townsville North	51	Penguin	60
Tully	50	Smithton	37
Warwick	53	Taroona	42
Wide Bay	28	Ulverstone	39
Yeppoon	54	Wynyard	29
<b>South Australia</b>			
Adelaide	33	Alexandra	67
Adelaide	33	Alexandra Environs	29
Adelaide Foothills	61	Bairnsdale	52
Caralue Bluff	57	Ballarat	43
Clare	52	Bendigo	28
Cowell	61	Bonnie Doon	29
Elizabeth South	61	Bright	28
Kingston SE / Robe	52	Broadford*	67
Naracoorte	47	Bruthen	28
Port Lincoln	53	Churchill	51
Renmark / Loxton	40	Cobden	68
South East SA	40	Colac	53
Spencer Gulf North	41	Eildon	37
Tumby Bay	43	Eildon Town	53
Victor Harbour	53	Ferntree Gully	50
Waikerie	52	Foster	59
<b>Tasmania</b>			
Acton Road	35	Goulburn Valley	36
Barrington Valley	31	Harrietville*	58
Burnie	66	Horsham	49
Currie*	34	Kiowa	36
Cygnet	41	Learmonth*	57
		Lakes Entrance	58
		Latrobe Valley	30

## Appendix 16 (Cont.)

### SBS digital television – areas served

Area Served	Channel	Area Served	Channel
<b>Victoria (Cont.)</b>			
Mansfield	67	Newman	11
Marysville	57	Northam	58
Melbourne	29	Northampton	54
Melbourne	29	Perth	29
Mildura / Sunraysia	28	Perth	29
Murray Valley	59	Port Hedland	6
Myrtleford	58	Roleystone	53
Nhill	67	Southern Agricultural	29
Ouyen*	51	Tom Price	11
Portland	68	Toodyay	53
Rosebud	57	Wagin	28
Safety Beach	57	* Self-help service	
Selby	50		
Seymour	66		
South Yarra	57		
Underbool*	69		
Upper Murray	7		
Upwey	50		
Warburton	57		
Warnambool	53		
Warnambool City	68		
Western Victoria	7		
Yea	37		
<b>Western Australia</b>			
Albany	41		
Broome	9A		
Bunbury	34		
Carnarvon	11		
Central Agricultural	48		
Esperance	9		
Derby	7		
Exmouth	9		
Geraldton	42		
Kalgoorlie	7		
Karratha	65		
Kununurra	10		
Manjimup	55		
Margaret River	43		
Mandurah	53		
Morawa*	40		
Narrogin	55		

## Appendix 17

### SBS analogue radio – areas served 2009/10

Area Served	Channel	Area Served	Channel
<b>Australian Capital Territory</b>			
Canberra	105.5 FM	Nimbin*	106.3 FM
Canberra	1440 AM	Oberon*	107.1 FM
<b>New South Wales</b>			
Balranald*	96.3 FM	Parkes*	101.3 FM
Bathurst*	88.9 FM	Port Macquarie*	107.7 FM
Batlow*	92.5 FM	Scone*	107.7 FM
Berridale*	88.3 FM	Sydney	97.7 FM
Boggabilla*	107.9 FM	Sydney	1107 AM
Bourke*	98.5 FM	Tamworth*	97.1 FM
Brewarrina*	98.7 FM	Temora*	100.3 FM
Broken Hill*	98.1 FM	Tumbarumba*	100.5 FM
Cobar*	105.3 FM	Wagga Wagga*	103.5 FM
Coolamon*	106.5 FM	Walcha*	107.7 FM
Cooma*	106.5 FM	Warialda*	105.3 FM
Coonamble*	93.9 FM	Wellington*	100.7 FM
Cootamundra*	102.9 FM	West Wyalong*	96.1 FM
Corowa*	90.9 FM	Wollongong	1485 AM
Cowra*	95.9 FM	Wollongong	1035 AM
Deniliquin*	107.3 FM	Young*	98.7 FM
Dubbo*	100.5 FM	<b>Northern Territory</b>	
Eugowra*	98.9 FM	Darwin	100.9 FM
Glen Innes*	89.1 FM	<b>Queensland</b>	
Gilgandra*	103.7 FM	Airlie Beach/Jubilee Pocket*	89.1 FM
Griffith*	92.7 FM	Alpha*	102.3 FM
Gulgargambone*	90.3 FM	Anakie/Sapphire*	103.5 FM
Holbrook*	93.7 FM	Ayr*	96.1 FM
Jerilderie*	91.7 FM	Bedourie*	102.9 FM
Jindabyne*	104.3 FM	Birdsville*	104.5 FM
Junee*	98.7 FM	Blackall*	103.1 FM
Lightning Ridge*	94.5 FM	Bollon*	96.3 FM
Lismore*	98.9 FM	Boulia*	101.3 FM
Lithgow*	106.3 FM	Brisbane	93.3 FM)
Long Flat*	107.9 FM	Cairns*	90.5 FM
Moama*	99.7 FM	Charters Towers*	93.5 FM
Moree*	102.1 FM	Clermont*	103.7 FM
Merriwa*	104.3 FM	Cloncurry*	106.1 FM
Mudgee*	89.9 FM	Cunnamulla*	104.5 FM
Mungindi*	102.3 FM	Dajarra*	96.5 FM
Narrabri*	92.1 FM	Dingo Beach*	94.5 FM
Narrandera*	93.5 FM	Dirranbandi*	96.3 FM
Newcastle	1413 AM	Emerald*	93.1 FM
		Eromanga*	89.3 FM
		Eulo*	104.9 FM

## Appendix 17 (Cont.)

### SBS analogue radio – areas served 2009/10

Area Served	Channel	Area Served	Channel
<b>Queensland (Cont.)</b>			
Glenden*	94.1 FM	Broome*	91.7 FM
Hughenden*	104.3 FM	Exmouth*	98.9 FM
Hungerford*	104.5 FM	Merredin*	102.7 FM
Injune*	102.7 FM	Moora*	103.5 FM
Jericho*	101.7 FM	Morawa*	93.5 FM
Jundah*	97.7 FM	Perth	96.9 FM
Kooralbyn*	104.9 FM	Pingelly*	93.9 FM
Longreach*	101.3 FM	Westonia*	101.9 FM
Meandarra*	97.9 FM	Wongan Hills*	106.3 FM
Moranbah*	92.9 FM	* Self-help service	
Mount Tamborine*	104.9 FM		
Monto*	107.3FM		
Moonford*	90.7 FM		
Nebo*	94.7 FM		
Proserpine*	90.3 FM		
Quilpie*	98.1 FM		
Rathdowney*	104.1 FM		
Richmond*	106.1 FM		
Shute Harbour*	106.9 FM		
Springsure*	99.3 FM		
Stonehenge*	95.5 FM		
Tambo*	103.5 FM		
Tara*	90.3 FM		
Thallon*	92.5 FM		
Thargomindah*	102.9 FM		
Willows*	99.7 FM		
Windorah*	97.9 FM		
<b>South Australia</b>			
Adelaide	106.3 FM		
Adelaide Foothills	95.1 FM		
Coober Pedy*	93.3 FM		
Mintabie*	105.1 FM		
<b>Tasmania</b>			
Hobart	105.7 FM		
<b>Victoria</b>			
Melbourne	93.1 FM		
Melbourne	1224 AM		
Mildura*	98.7 FM		
Myrtleford*	97.3 FM		
Wodonga*	89.5 FM		

## Appendix 18

### SBS Television advertisers

20 <sup>th</sup> Century Fox	Australian Greens, The	Carlton United Breweries
2XU	Australian Health Management	Carsales.com.au
AA	Australian Institute of Commerce & Technology	Castrol
AAC	Australian Institute of Fitness	Cesare Ferrara
AAMI	Australian Maritime Museum	Charles Darwin University
AAO	Australian Organ & Tissue Authority	Chevron
AAPT	Australian Outback Spectacular	Chivas Regal
AB Foods	Australian Pensioners Insurance	Citibank
ACMN	Australian Pork	City Farmers
ACP	Australian Super	City of Ballarat
Adult Products at No 96	Australian, The	City of Perth
Advance International Media	Auto One	Clever Bathrooms
Advanced Hair Studio	A'ven Adelaide	Clinical Studies
Advanced Medical Institute	Avanti Bicycle Company	CMP Film & Television
Age, The	Axa	Co As It
AGL	Bank of Queensland	Coca Cola
AHG	Bank SA	Coles Supermarkets
Airtime Media	Bank West	Collins Food Group
Al-Ameen Enterprises	Barbeques Galore	Colonial First State
All Fect Distributors	Baroque Design	Commonwealth Bank
All for Pets	Bass & Equitable	Conci Furniture
Allhomes	Bed, Bath & Beyond	Commonwealth Government
Allianz Australia Services	Bell City	Continental Tyres
ALP South Australia	Bell Direct	Coopers
Alpha Tykes	Berocca Performance	CPA Australia
American Express	Bike Exchange	Creative Smiles
AMP	Bikeforce	Cricket Australia
Anaconda	Bing Lee	Curtin University
Ancestry.com	Bio Magnetic Therapy	Daikin
Anchor Foods	Blake Entertainment	Daily Telegraph
Andrew Jones Travel	Blind Factory	Dainty Consolidated Entertainment
Andrew McManus Presents	Blue Star Electric	Dairy Farmers
Anthony Murrays	BMW Australia	Deagostini
ANZ Bank	Bond University	Demir Leather
Appelbees	Brand Tasmania	Dept of Broadband, Communications & the Digital Economy (Cth)
Apple Computer	Brazil Brazil	Dept of Defence (Cth)
Arnotts	BT Financial	Dept of Health & Aged Care (Cth)
Asian Pacific Building Corp	Budgie Tour	Dept of Treasury (Cth)
Astrazeneca	Buena Vista International	Diabetes Australia
Athlete's Foot	Bunnings Warehouse	Diageo
Audi Centre Berwick	Bupa Australia Health	DJ Motors
Aurora Energy	Burbank Homes	Don's Smallgoods
Austar	Cadbury Schweppes	Duo Glass
Australian Capital Tourism	Campbell Australia	DV1
Australian Centre for the Moving Image	Cancer Institute of NSW	Dyson Appliances
Australian Chamber Orchestra	Canon	Eaglemoss
Australian Coal	Captain Choice Tours	East Cars
Australian Curriculum, Assessment & Reporting Authority	Car City	East Connect
Australian Fresh Food Group	Caravan & Camping Industries Association of SA	Edith Cowan University
		Electrolux

## Appendix 18 (Cont.)

### SBS Television advertisers

Electronic Arts	Hotels.com	LBF Australia
EMI	Hoyts Film Distributors	Leighton Properties
Energizer	Hoyts Food & Spices	Leimo
Ergon Energy	HSBC	Lennard Promotions
European Foods Wholesalers	HVK Productions	Lexus
Everton Football Club	Hyundai	LG Electronics
Ezyline Events	IAG	Liberation Music
Federal Group	IBM	Life's Memories
Fisher & Paykel	Icon Films	Lion Nathan
Flight Centre	ICWA	Lite N Easy
Fonterra	IG Markets	LJ Hooker
Ford	iiNet	L'Oreal
Forsight Forum	Ikea	Lotterywest
Foxtel Digital	IMAR	LVMH Perfumes & Cosmetics
Fred Hollows Foundation	Imperial Chamber	Macquarie Bank
Frontier Touring Company, The	Industry Super Funds	Madman Entertainment
Fruits of Whitsunday	ING Direct	Malvern Star
General Mills	Institute Chartered Accountants	Mansfield Shire Council
GESB	Insuranceline	Massel
Get Up	Insure My Ride	Mastercard
GIO	Intel	Masterfoods
Glaxo Smithkline	International Masters Publishers – Weapons of War	Mazda
Global Shop Direct	Intralot	McDonald's
Gold Medal Marketing	Jaguar	Me Bank
Goldcross	Jalna Dairy Foods	Medecins Sans Frontieres
Golden Casket Lotteries	James Cook University	Medibank
Good Guys, The	Jarvis Ford	MEGT
Goodman Fielder	Jenny Craig	Members Equity
Gotalk Communications	Jetstar	Mentally Healthy WA
Gourmet Garden	John Fairfax Publications	Mercedes Benz
Greater Building Society	Johnson & Johnson	Merry's Furniture
Green & Blacks	Joseph Assaf	Metlink
Greenhill Springs	Juniper Development Group	MGM
Griffith University	JWH Group-Oswald Homes	Michael Coppel Presents
Gunns Timbers	Kathmandu	Millers Fashion
H&R Block	Katies	Millmaine Entertainment
Hachette Partworks	Kelly Country Factory	Minerals Council of Australia
Hammers Furniture Albany	Kenzo	Mitre 10
Hammers/Souths Furniture	KFC	Mitsubishi Air
Harley Davidson	Kia Motors Australia	Mitsubishi Motors
Harvey Norman	King Furniture	Motorex
Hasbro	Kitcraft Kitchens	Motorola
HBF	Kostecki Engine Centre	Murdoch University
Health World Ltd	Kraft Foods	Musashi
Helgas	Land Rover Australia	Musica Viva
Hepatitis Australia	Landmark	Myer Stores
Hocking Stuart	Language Links	Nandos
Holden	Lasso	National Australia Bank
Holy Family Services	Lazy Patch	National Foods
Honda	LBC Australia	National Gallery Victoria
Hopscotch Films		National Hair Institute

## Appendix 18 (Cont.)

### SBS Television advertisers

National Seniors Australia	Pernod Ricard	Road Safety Australia
Natrad	Personalised Plates Queensland	Roadshow Films
Natural Gas	Pew Institute	Rolex
Natural Sleep	Pfitzner Furniture (Nercoba)	Roses Only
Navigators	Pfizer	Rositano's Furniture
Navman	Pizza Hut	Roth Newton
Necropolis Trust	Plan Australia	Roundhouse Entertainment
Nestle	Polish Christmas Festival Inc.	Royal Auto Club Victoria
Network Gaming	Port Stephens Tourism	Rufus Wainwright
NIB	Potential Films	Rugs a Million
Nick Scali	Power Boat Race	SA Adelaide Festival Centre
Nike	Precious Metals Sydney	SA Attorney General's Dept
Nintendo Australia	Procter & Gamble	SA Clipsal 500
Nissan	QAIHC	SA Country Fire Service SA
Nivea	Qantas	SA Dept of Drug & Alcohol Services
Noble House	Qatar Airways	SA Dept of Health
Nokia	QBE	SA Dept of Transport Energy & Infrastructure
Nowicki Carbone	Queensland Newspapers	SA Fire & Emergency Services Commission
NRMA	Queensland Orchestra	SA Lotteries Commission
NRMA Motoring & Services	Queensland University of Technology	SA Motor Accident Commission
NRMA Qld	Qld Dept of Education Training Assoc.	SA Office for Recreation & Sport
NSW Dept of Commerce	Qld Dept of Health	SA Office for Water Security
NSW Dept of Environment, Climate Change & Water	Qld Dept Mines & Energy	SA Police Department
NSW Dept of Health	Qld Dept of Premier & Cabinet	SA Quality Home Improvements
NSW Government Advertising Services	Qld Motorways	SA Tourism Commission
NSW Lotteries	Qld Performing Arts Centre	SA Workcover Corporation
NSW National Disability Service	Qld Police Union	Sakata
NSW Nurses Association	Qld Transport	Salvation Army
NSW Public Transport Ticketing Corp.	Qld Water Commission	Sam's Warehouse
NSW RTA	Qld Treasury	Samsung
NSW Rural Fire Services	Quicklock Partitions	San Remo
NSW Tourism	RAA	Santos
O'Brien	Rabobank	Savings & Loans
Officeworks	RAC (WA)	Schepisi Communications
Open Universities	RACQ	Schick
Opera Australia	RACT	Seconds World
OPSM	Railcorp NSW	SEEK
Optical Superstore	Rams Home Loans	SGIC
Optomeyes	Real Insurance	SGIO
Optus	Rebel Sport	Shannons Insurance
Orbis Express Travel	Red Cross	Sharmill Films
Oz Breed	Renault	Shukran Enterprise
Oz Design	Repco	Single Market Events
Pacific Harbour	Repipe	Skoda
Paramount Pictures	Retravision	SMCH
Parmalat	Reva Group Holdings	Smiths
Penfold Motors	Richfield Retirement House	Snack Foods Australia
Pepsi	Risk Free	Solargain
	Rivers Australia	Somfy
	Rivers Bluefire Admin Services	

## Appendix 18 (Cont.)

### SBS Television advertisers

Sony Australia	University of Queensland	Woolworths Supermarkets
Sony BMG	University of South Australia	WorkCover NSW
Sony Pictures Releases	University of Southern Queensland	World Vision
Specialized Bikes	University of Tasmania	Wrigleys
Specsavers	Upper Hunter Waterkeepers Alliance	Yakult
Sportsmart	Valvoline	Youi Insurance
St George Bank	Victorian Dept of Education & Early Childhood Development	
Staynow.com	Victorian Dept of Health	
Stormfront Film	Victorian Dept of Human Services	
Sun Super	Victorian Dept of Innovation, Industry & Regional Development	
Suncorp	Victorian Dept of Justice	
Sunday Telegraph	Victorian Dept of Premier & Cabinet	
Super Retrievers	Victorian Dept of Primary Industries	
Supercheap Auto	Victorian Dept of Sustainability	
Swisse Vitamins	Victorian Dept of Transport	
Sydney Symphony Orchestra	Victorian Dept of Treasury & Finance	
Sydney Water	Victorian Dept Planning & Community Development	
T&D Trading (buy-low.com.au)	Victorian Government	
TAB	Victoria's Basement	
TAB Sportsbet	Victory Blinds	
Tasmanian Dept of Infrastructure Energy	Village Roadshow	
Tasmanian Council On Aids & Related Diseases Incorporated	Virgin Blue Airlines	
Tasmanian Electoral Office	Virgin Mobile	
Tasmanian Labor Party	Virtual Rider HD	
Tasplates	Visa International	
Tattersalls	Visual Entertainment Group	
Telstra	Vodafone	
Telstra Big Pond	Volkswagen Australia	
THQ	Volvo	
Time Life	WA Cancer Council	
Titan Sheds	WA Dept of Commerce	
Total Rush	WA Dept of Education & Training	
Tourism India	WA Dept of Health	
Tourism New South Wales	WA Office of Road Safety	
Tourism New Zealand	WA Public Transport Authority	
Tourism Queensland	WA Synergy	
Tourism Tasmania	WA Water Corporation	
Toyota	Warner Music	
Travelex	Warner Video	
Triple Play	WD Rose	
Truenergy	Weber Australia	
Turner Partners Real Estate	Webjet	
Ubank	West Australian, The	
Unilever	Westnet	
Universal Cultural Comms Ltd	Westpac	
Universal Music	Wilderness Society	
Universal Pictures International	Wine Growers Direct	
Universal Pictures Video	Wine People	
University of Melbourne		

## Appendix 19

### SBS Television sponsors and programs sponsored 2009/10

Sponsored Program	Sponsor/s	Sponsored Program	Sponsor/s
51 Birch Street	Australian, The	Cycling: Tour De Romandie 2010	Skoda
Atomik Circus	Sony Picture Releases	Cycling: Tour Down Under 2010	Santos Skoda Specialized Bikes
Cashback	Dept of Defence (Cth)	Cycling: Tour Du Faso 2009	Mitre 10
City of God	Brazil Brazil Dept of Defence (Cth)	Cycling: Tour of California 2010	Skoda
Cold Light	Frontier Touring Company, The	Cycling: Tour of Flanders 2010	Skoda
Cricket: The Ashes 2009 – First Test	Carlton United Breweries LG Electronics QBE Insurance Renault	Cycling: Tour of Qatar 2010	Skoda
Cricket: The Ashes 2009 – Second Test	Carlton United Breweries LG Electronics QBE Insurance Renault	Cycling: UCI BMX Supercross World Cup 2010	Skoda
Cricket: The Ashes 2009 – Third Test	Carlton United Breweries QBE Insurance	Cycling: UCI MTB World Cup 2010	Skoda
Cricket: The Ashes 2009 – Fourth Test	Carlton United Breweries QBE Insurance	Cycling: UCI Track World Championships 2010	Skoda
Cricket: The Ashes 2009 – Fifth Test	Carlton United Breweries Cricket Australia QBE Insurance	Dance with a Serial Killer	Toyota
Cricket: The Ashes 2009 – Highlights	QBE Insurance	Dead and Breakfast	Sony Picture Releases
Cricket: The Ashes 2009 – Session Highlights	Carlton United Breweries LG Electronics Renault	Dead Set	Sony Picture Releases
Cricket: One Day Series 2009	Australian, The Carlton United Breweries QBE Insurance Toyota	District B13	Dept of Defence (Cth)
Cycling: Criterium Dauphine Libere 2010	Skoda	Dragon Tiger Gate	Toyota
Cycling: Cycling Australia Events 2010	Skoda	Eagle, The (Series 1 – Rpt)	Toyota
Cycling: Fleche Wallonne 2010	Skoda	East West 101 (Series 1 – Rpt)	Australian, The
Cycling: Gent-Wevelgem 2010	Skoda	English Surgeon, The	Toyota
Cycling: Giro d'Italia 2010	Skoda	Entourage (Series 1)	Ford Telstra Unilever
Cycling: Liege-Bastogne-Liege 2010	Skoda	Entourage (Series 2)	Pernod Ricard
Cycling: Paris-Nice 2010	Skoda	Entourage (Series 3)	Motorola Pernod Ricard
Cycling: Paris-Roubaix 2010	Skoda	Everything	Dept of Defence (Cth)
		Eye Candy	Australian, The
		Flight of the Conchords (Series 2)	Pepsi
		Forbidden Lie\$	Toyota
		Fork in the Road, A (Series 1 – Rpt)	Skoda
		Fork in the Road, A (Series 5)	Mitre 10 Skoda

## Appendix 19 (Cont.)

### SBS Television sponsors and programs sponsored 2009/10

Sponsored Program	Sponsor/s	Sponsored Program	Sponsor/s
Futbol Mundial 2009/2010	QBE Insurance	Night James Brown Saved Boston, The	Rabobank
Global Village 2009 Compilation	Dept of Defence (Cth)	Not Quite Hollywood	Dept of Defence (Cth)
Global Village 2010 Compilation	Dept of Defence (Cth)	Notorious Bettie Page, The	Dept of Defence (Cth)
Gourmet Farmer	Australian Pork	Om Shanti Om	Mitre 10 Toyota
Hallam Foe	Dept of Defence (Cth)	Outbreak	Australian, The
History of the Devil, The	Mitre 10	Oz and James's Big Wine Adventure (Series 1)	Green & Blacks
I'm a Cyborg But That's OK	Toyota	Paris Je T'aime	Dept of Defence (Cth)
India Reborn	Blake Entertainment	Passionate Apprentices, The (Series 1 – Rpt)	Mitre 10
Inside the Seven Wonders of the Muslim World	Australian, The	Poisoned Crown, The	Toyota
Into the Mirror	Carlton United Breweries QBE Insurance	Prototype This (Series 1)	QBE Insurance
Iron Chef, The (Series 6)	Australian Pork	Rex: A Cop's Best Friend (Series 4 – Rpt)	Mitre 10
Italian Food Safari	Appelbees Woolworths Supermarkets	Road to the 2010 FIFA World Cup	Mitre 10
Italian for Beginners	LG Electronics	Rockwiz (Series 4)	Macquarie Bank
Kissed by Winter	Real Insurance	Rockwiz (Series 5)	Macquarie Bank
Last Day of World War One, The	Mitre 10	Rockwiz (Series 6)	Coopers
Last Voyage of the Gustloff, The	Mitre 10	Rockwiz (Series 7)	Coopers Macquarie Bank
Lily and Lion, The	Toyota	Severed	Sony Picture Releases
Mad Men (Series 1)	Lion Nathan Mazda	She-Wolf of France, The	Toyota
Magic Blade, The	Carlton United Breweries QBE Insurance	Shroud of Turin	Me Bank
Man vs. Wild (Series 1)	Ford Toyota	South Park (Series 11)	Carlton United Breweries QBE Insurance
Man vs. Wild (Series 2)	Motorola Toyota	Speedweek 2009	Valvoline
Man vs. Wild (Series 3)	Motorola	Speedweek 2010	Dept of Defence (Cth)
Motor Sport: Dakar Rally 2010	Volkswagen Australia	Stone Council, The	Dept of Defence (Cth)
My Family Feast	Appelbees Green & Blacks Mitre 10	Story of My Life, The	Toyota
Mythbusters (Series 3)	Mitre 10	Strangled Queen, The	Toyota
Napoli Dogs	Mitre 10	Tetsuya's Pursuit of Excellence	Brand Tasmania Electrolux Tourism Tasmania
Nazi Number One: Hermann Goering	Mitre 10	Thalassa (Series 5)	Dept of Defence (Cth)
		Thalassa (Series 5 Compilation)	Dept of Defence (Cth)
		This Is England	Dept of Defence (Cth)
		Three Tales of Two Cities	Skoda
		Top Gear Botswana Special	QBE Insurance

## Appendix 19 (Cont.)

### SBS Television sponsors and programs sponsored 2009/10

Sponsored Program	Sponsor/s
Top Gear (Series 13)	Ford Jaguar Land Rover Australia Mazda Shannons Insurance Volvo
Tour de France 2009 – Daily Updates	2XU Rabobank Renault
Tour de France 2009 – Highlights	2XU Avanti Bicycle Company LG Electronics Rabobank Renault
Tour de France 2009 – Live Stages	2XU Avanti Bicycle Company LG Electronics Rabobank Real Insurance Renault
Trials of J Robert Oppenheimer, The	Australian, The
UEFA Champions League 2009/2010 – Highlights	Lion Nathan
Venus	Dept of Defence (Cth)
Waltz With Bashir	Toyota
Who Do You Think You Are? Mitre 10 (Series 1 – Rpt)	
Who Do You Think You Are? Toyota (Series 4)	
Who Do You Think You Are? Me Bank (Series 5)	
Wilfred (Series 2)	Lion Nathan Motorola
Young Victoria	Australian, The

## Appendix 20

### SBS Online Advertisers 2009/10

2XU	Opera Australia
Abacus	Perth Mint
Age, The	Pizza Hut
Air New Zealand	Pre-Paid Services
AMP	Qantas
Australian Maritime Museum	Rabobank
Australian Pork	Red Bull
Australian, The	Renault
BRW	Roadshow Films Pty Ltd
Bikeforce	Samsung
BWS	Santos
Cadbury Schweppes	Skoda
Canberra Tourism	Sony Picture Releases
Castrol	South Africa Tourism
Charles Darwin University	SA Tourism
Cisco	Sportingbet
Coopers	Sydney Symphony Orchestra
Cricket Australia	TAB
EA Games	Tourism Australia
Electrolux	Tourism New South Wales
Emirates	Tourism New Zealand
Essential Ingredient	Tourism Tasmania
Everton Down Under	Toyota
Dept of Defence (Cth)	University of Queensland
Dept of Justice (Victoria)	Victorian Government
Frucor	Victorian Tourism
Google	Virgin Blue Airlines
Harvest	Visa International
Honda	Visit Britain
Hopedell	Vodafone
HSBC	Warner Bros
Hyundai	Woolworths Supermarkets
IBM	
Icon Films	
JB Hi-Fi	
Jaguar	
James Cook University	
Johnnie Walker	
Joseph Assaf	
Kimberlee Philips	
LG Electronics	
Land Rover Australia	
Lion Nathan	
L'oreal	
Malvern Star	
McDonald's	
Murdoch University	
Musashi	
NSW Government	
Nike	
Nokia	

## Appendix 21

### SBS Radio Advertisers 2009/10

3 Bears Pre School	Channel Lanka	Galaxy Import & Export Co
Absolute Hi Fi	Charley Tonna	GangsaDewa
Access Ed-Global	China Travel Service	Gastro Medicine & Endoscopy
ACL	Cine Productions	General Homeloans
ACMI	City Rail	Go Talk
Advertising City	City Recital Hall	Grand Continental Food
AFP	City West Medical Centre	Green World Insulation
AFS Intercultural	Clemenger	Guide Dogs NSW/ACT
AIA	Concord International Trading	Harvey Norman Group
AIPM	Cong Than Noodles	His Majesty's Theatre
All Fect Distributors	Consumer Action Law Centre	Hitech
Alliance Telecom	Copernicus Café	Hoa Hung Tofu
Alzheimer's Australia	Corporate Software Australia	Hoa Thuan Moon Cake
Alzheimers Australia Victoria	Cory High School	Hola Mexican Film Festival
Ambassador Coffee	Croatian SDA Church	Holistic Flooring
AMES	Cultural Perspectives	Hong Phat International Foods
Amyson	Curry Masters	HSBC
AQIS	Curtains & Blinds	Hua Kien Fat Trading
Art Gallery of NSW	Deli Euro	Human Appeal International
Arts Centre Shanghai	Dept of Health & Ageing (Cth)	I Contact Optometrists
Attorney-General's Dept (Cth)	Dept of Defence (Cth)	Immigration Museum
Australia Post	Dept of Education, Employment & Workplace Relations (Cth)	iTalkBB
Australian Academy of Nursing	Dept of the Environment, Water, Heritage & the Arts (Cth)	Junoon ShowBiz/Cinestar Channel
Australian Hearing	Dept of Families, Housing, Community Services & Indigenous Affairs (Cth)	Kaah Money Transfer
Australian Red Cross	Diamondlink	Kopernik Cafe Restaurant
Australian Tax Office	Djuro (George) Samardzic	Laing + Simmons Cabramatta
Austvi Crown Trading Group	DL Business	Law Access NSW
Ausvina International	Dnister Ukrainian Credit Cooperative	Lay Brothers
Baba Home Entertainment	Dong Ba Restaurant	Leba Ethnic Media
Bank of Valletta	Double P Insulation	Lebara
Bargain Health Food	Dr Kris Tomka	LOTE
Barnardos	Duracell	LT Building Services
Beijing Tong Ren Tang Australia	East/West Lawyers	Lucky Asian
Beograd Online	Easy Forex	Luxor Linen
Blue Sky Media Marketing	Education Access Australia	Melbourne Water
Blue Star Air Conditioning	Effective People Media	Melie Mei Langi
Bollywood Dhamaka Inc.	Emirates	Mendoza Insulation
Boral	Encore Health	Ming Son
Breakaway Travel	Energy & Water Ombudsman NSW	MMW Pest Control
Brimbank City Council Kindergarten	Ethio Pest Control	MN Compensation Lawyers
Bun Bo Hue Huong	Everlasting Peace Funeral	Mounties Group
Buzz Events, The	Five Rivers Production	Museum Victoria
California Stars	FMC Events	MV Latin Entertainment Production
Cancer Council, The	Forex Ct Capital	My Pham
Cancer Institute NSW	Frank Tan	National Bank of Greece
Canley Vale Liquor Shop	Fusion Cruises	Natomi
Canterbury City Council	Future Auto Care	NEWS
Casa Iberica Deli		NL Glass
Cat Protection Society		Nossal High School
Centrelink		NSW Dept of Ageing, Disability & Home Care
CFA		

## Appendix 21 (Cont.)

### SBS Radio Advertisers 2009/10

NSW Attorney General's Dept  
NSW Dept of Energy & Climate Change  
NSW Dept of Health  
NSW Dept of Premiers & Cabinet  
NSW Fire Brigades  
NSW Lotteries  
NSW Multicultural Health Communication Service  
NSW RTA  
Oasis Griffiths Coffee  
Orbis Express  
Oriental Arts & Craft Furniture Town  
Oriental Merchant  
Parramatta City Council  
Pendle Hill Travel  
Peter Warren Peugeot  
Phuoc Loc Tho Restaurant  
Plumbing Industry Commission  
Portugal Election  
Poseidon Exports & Consultancy  
Power Advertising & Marketing  
Pre-Paid Services  
Princes Herbal Magic  
Public Trustee of NSW  
Quang Duc Buddhist Monastery  
Queenie Group Home Loans  
Queensland Health  
Real Estate House  
Rescom  
Restore Hearing  
Roche  
Ron Kramer Associates  
Roses Only  
Roshan's Fashions  
Royal International  
Royal International Travel  
S & T Graphic Design & Colour Print  
Sanam Global  
Sanford  
School Start Bonus  
SE Water  
SES  
Sheila Baxter  
Sheila Baxter Training Centre  
Shinetown Telecom  
Silver Pearl  
SL Media (Lanka Vision)  
Slava's Snow Show  
Sleep City  
Smart Contacts International  
Spanish Doughnuts  
Springvale Botanical Cemetery  
St George  
Studylink International  
Sultan Meats  
Surf life saving Australia  
Sydney Football festival  
Sydney Opera House  
Sydney Water  
Synergy & Taikoz  
T&D Trading (Buy-Low.com.au)  
Table Eight  
Telstra Group  
Temple Pho Minh  
Than Duoc Tri Cac Benh  
Thao Nguyen Pharmacy  
Torktel  
Tounami Diabtes  
Treasury (Cth)  
Tri Community Exchange  
UBI World TV  
Universal Pharmaceuticals (Wealthy Health Natural Supplements)  
UPC College  
University of Western Sydney  
Value International Travel  
VBN Finance  
Veetel  
Victorian Arts Centre  
Vic Dept of Transport  
Vic Dept of Employment Education & Community Development  
Vic Dept of Justice  
Vic Dept of Sustainability & Environment  
Vic Dept of Transport  
Vic Meat Authority  
VicRoads  
Villari Lawyers  
Vincent Vegetarian Food Trading  
Vision Asia Pty Ltd  
Volunteer Association Inc.  
Well Herb  
Winho Rice  
World Serbian Voice, The  
YCS Holding  
Yummy Garden Restaurant  
Zenger Australia

## Appendix 22

### Commonwealth Disability Strategy

SBS is required to report on its performance in relation to the Commonwealth Disability Strategy under its core government role of Provider.

#### Established mechanisms for quality improvement and assurance

##### SBS Codes of Practice

The SBS Codes of Practice set out the principles and policies SBS uses to guide its programming. The following codes ensure that SBS maintains its standards in respect of its disability strategy.

- Prejudice, racism and discrimination: SBS seeks to counter attitudes of prejudice against any person on the basis of their race, ethnicity, nationality, sex, age, sexual preference, religion, disability, mental illness, or marital, parental or occupational status.
- Subtitling ... and closed captioning for people who are hearing impaired or deaf: SBS provides closed captioning for its programs in accordance with the Broadcasting Services Act 1992 and makes non-English language programming accessible through English subtitles.
- Community information: SBS allocates a limited amount of free airtime on SBS Television and SBS Radio schedules to community and charitable organisations for the broadcast of community information.
- Comments and complaints about SBS programming: sets out SBS's formal complaints handling procedures and how audience members may provide feedback to SBS.

The Codes of Practice are reviewed on a regular basis with internal and external community and stakeholder consultations. SBS's Community Advisory Committee provides input to each review.

##### Closed captioning

SBS through its Subtitling Unit, coordinates the provision of captioning services for people who are hearing impaired or deaf. The Subtitling Unit monitors all feedback regarding the quality of its captioning services, including open captions, in order to ensure that such services are of the best quality available in Australia.

SBS, Free TV Australia and the ABC (the broadcasters) are parties to a temporary exemption from the Disability Discrimination Act 1992 granted by the Australian Human Rights Commission (Free to Air Television Captioning (No. 3) October 2008) (AHRC exemption) in respect of any possible liability arising from a complaint to Commission under the Disability Discrimination Act 1992 concerning captioning. The exemption expires on 31 December 2011.

The exemption is conditional on the broadcasters increasing levels of captioning. SBS reports to the

Commission on a quarterly basis in respect of this condition. For the period 1 January to 31 December 2009, SBS achieved an average captioning level of 86 per cent of eligible programming, exceeding the average target set for 2009 of 75 per cent of programming over the broadcast day (6am-midnight).

##### Consultation

SBS engages with industry bodies concerned with media access for people with disabilities, in order to continuously improve the delivery of its services.

Under the terms of the AHRC exemption SBS has joined with the commercial free-to-air broadcasters, Free TV Australia and the ABC, as well as the regional commercial free-to-air broadcasters (coordinated by Free TV Australia), to consult with representatives of deafness organisations (Deaf Australia, Deafness Forum of Australia, and Media Access Australia) to address the quality of television captioning. Broadcasters have agreed to meet with representatives from the deafness organisations on a regular basis to ensure that the constructive dialogue continues.

SBS is a media partner in the National Media Mental Health Group (NMMHG) initiative, which aims to raise awareness and improve reporting on suicide and mental health in the Australian media. SBS is on the Steering Committee for the NMMHG's Mindframe and ResponsAbility programs.

SBS continued its partnerships with the NSW Department of Ageing, Disability and Home Care, Multicultural Mental Health and the National Prescribing Service to deliver multilingual information on health and wellbeing issues during 2009/10. Topical programming on health related issues was broadcast in 20 languages including: Arabic, Cantonese, Croatian, Dari, Farsi, Greek, Italian, Khmer, Mandarin, Spanish and Vietnamese. Audio downloads and podcasts were also made available on the SBS website.

#### Established service charter that specifies: the roles of the provider and consumer; and service standards which address accessibility for people with disabilities

##### SBS Charter

The SBS Charter is set out in the Special Broadcasting Service Act 1991 and states that the principle function of SBS is to provide multilingual and multicultural radio and television services that inform, educate and entertain all Australians, and, in doing so, reflect Australia's multicultural society. SBS is required to provide its services to all Australians.

##### Captioning

SBS provides closed captioning for its programs in accordance with the Broadcasting Services Act and makes non-English language programming accessible through English subtitles.

## **Appendix 22 (Cont.)**

### **Commonwealth Disability Strategy**

#### **Web publishing guidelines**

SBS Online implements and facilitates web publishing guidelines to ensure compliance with recommended accessibility standards. Where SBS corporate documents are available in PDF they are also made available in HTML in compliance with W3C international accessibility guidelines.

#### **Contacting SBS**

People who are deaf and hearing impaired are able to contact SBS via a TTY telephone service (1800 502 828).

#### **Complaints/grievance mechanism, including access to external mechanisms, in place to address issues and concerns raised about performance.**

Code 8 'Comments and Complaints about SBS Programming' of the SBS Codes of Practice provides for comments and complaints to be submitted to SBS. Comments, informal complaints or complaints about transmission may be provided to SBS by letter, facsimile, email and telephone, including SBS's TTY telephone service. Contact details are provided in SBS's corporate publications and on the SBS website.

SBS's Office of Audience Affairs, headed by the SBS Ombudsman, undertakes an independent and objective investigation of complaints that allege a breach of the SBS Codes of Practice. Complainants are required to submit their complaint in writing, including sending the complaint to a dedicated formal complaints email address or using an online complaints form, provided on the SBS website.

SBS has a Complaints Committee to which the SBS Ombudsman or an SBS Division can refer a complaint for further consideration.

The Broadcasting Services Act provides for an external review of formal complaints through the Australian Communications and Media Authority. Complainants are advised of this process in correspondence sent to them regarding their complaint. Code 8 of the SBS Codes of Practice and the SBS website provide information to complainants about the external review process.





The SBS Annual REport is printed on Ecostar.  
Ecostar is made Carbon Neutral from 100% recycled post  
consumer waste and is a FSC certified paper stock.

**Design: Hopping Mad Designs**

*Six billion stories and counting...*

[www.sbs.com.au](http://www.sbs.com.au)

**SBS Sydney**

Postal Address      Locked Bag 028, Crows Nest NSW 1585  
Street Address      14 Herbert Street, Artarmon NSW 2064  
Telephone      02 9430 2828  
Facsimile      02 9430 3700

**SBS Melbourne**

Postal Address      PO Box 294, South Melbourne VIC 3205  
Street Address      Alfred Deakin Building Federation Square  
                            Cnr Flinders and Swanston Streets, Melbourne VIC 3000  
Telephone      03 9349 2121  
Facsimile      03 9349 2120